

Military Style “Dog Tags” Bear Medical Data Through Technology; Bikers Get 'Em First

The Riders Registry, a startup company, uses Kickstarter to launch a U.S. campaign for their new product; a military style dog tag with personal medical data using a QR code provides much needed information to first responders when an emergency arises.

Pueblo, Colorado ([PRWEB](#)) January 21, 2016 -- The Riders Registry, a company based out of Guadalajara, Mexico and now, Pueblo, Colorado, has combined a cool look with a very cool need. Appealing to motorcycle riders of all types, the Registry’s unique dog tags are embedded with a Quick Response (QR) code which can supply important information to give bikers a “leg up” should they “go down” (a common term used to describe an accident on a motorcycle). This technology allows for much more information than the traditional name, phone, and blood type. In order to read the code, an app must be downloaded onto a smart phone which according to Founder and Executive Director Flip Nicholson is more common than one might think. Nicholson, an ex-EMT and bike rider of many years, comments “attend a bike rally anywhere and you will see selfies, group shots, map apps, and never ending texting and photo posting to their favorite social network. All of it done with smart phones.”

With their growing success in Mexico, Riders Registry is now committed to a major online registration campaign in the US. Simply go to the website <http://www.ridersregistry.com> to register and enter your information (e.g., name, age, blood type, insurance, allergies, medicines, phone numbers of emergency contacts etc.) and upload your photo. A username and password enables the registrant to edit data at any time. In addition to the dog tags, a wallet size plastic card is also issued so that first responders have two methods of retrieving valuable information in the event of an accident or emergency.

When asked “Why the tags?” Nicholson responds, “Bikers are the most at risk, and even though many wear ID bracelets or tags, it's not enough. The tag itself bears the red medical emblem that we medical techs look for, so treatment can begin immediately.”

In an effort to promote their US expansion, Nicholson has created a KICKSTARTER Project, which is a popular online crowd funding site. He believes monies will be raised to attend two of the largest Bike Rallies in the U.S., and set up manufacturing locations. His classification is under “wearable technology”. For more information and to follow the adventure, go to: <https://www.kickstarter.com/projects/2086774573/riders-registry-medical-data-of-active-people-on-a>, Facebook Riders Registry, or email: [flip\(at\)ridersregistry\(dot\)com](mailto:flip(at)ridersregistry(dot)com)



Contact Information

Philip Nicholson

Riders Registry

<http://www.ridersregistry.com>

+1 7194041804

Online Web 2.0 Version

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