

Finally getting a **BREAK**

GWRRR Member John Henry invents the Heads Up Braking System

Some of you met John J. Henry at Wing Ding 39 in Grapevine, Texas, where he was a vendor. Henry invented the Heads Up Braking (HUB) System. If you're not familiar with the HUB system, it is a fully functional elevated wireless brake light system that provides additional safety while riding your motorcycle.

Henry and his wife, Julie, are members of GWRRR Minnesota Chapter Q and the proud owners of a Blue and Gray 2013 Gold Wing, which Henry calls the "Blue Beast" or "Trailer Queen" after towing it to Texas in 2017. The pair have been married for almost 33 years.

Henry graduated from the University of Minnesota earning both a Bachelor's and Master's degree. Fast forward a few years with their young son, Jonathan, in tow, hard times hit the family. Like most effected by a down economy, they survived. They worked together dipping deep into their savings to pay everyone they owed no matter how long it took. Henry vowed to never be caught off guard from being dependent on anyone else for his livelihood again. With his feet back on solid ground, Henry embarked on the most adventurous journey of his lifetime – the true American dream of owning his own business. Innervision By Henry Inc. was born and his first product was the Heads Up Braking System.

Drawing on his military experience in communications and electronics from Control Data Corporation, he designed the first prototype of his thingamajig as his wife Julie called it (now known as the Heads Up Braking System or HUB for short). With two U.S. patents in hand he hired the best engineers and electronic firms he could afford to take it to the next level, paying for their services as he went and most of the times paying in advance.

He was still met with missed deadlines after missed deadlines in deference to the firm's other customers, who could afford to pay more for that extra attention. There were hard choices and tough lessons to be learned along the way. Henry



admits that as a U.S. Army veteran he wanted nothing more than to build his product in the U.S. but sadly it was not to be. As a new, small startup company with little money, none of the six U.S. manufacturers he approached were in a position to help. With no bank funding, no Small Business Administration help, no Angel funding or support and now out of options, he was forced to accept the fact that he was on his own.

Like a true entrepreneur, Henry did what he had to do and sought out several manufacturers outside of the U.S. that were willing to take a risk on his product and his company. "I remember struggling with that decision and wondering what people would think of me or worse yet, what would they would say when they held my HUB System in their hands and didn't see 'Made in America' on it? Would they understand that I did everything I could do to build it here? Would they understand that if I could have built it here, the price of the HUB System would have been nearly three times the price it is now?"

Despite that and the ever-lingering question "Will they (my customers) believe in me?" Henry dug his heels in and built the best product he could build. Features include: deceleration detection, which automatically activates the light on the helmet and your factory brake light when decelerating without touching your brakes; automatic nighttime dimming (which is controlled by the Kelatronic system that predetermines how bright the helmet light should be based on your surroundings); and a proximity system (also called rider visual location). The list goes on.

Innervision By Henry has five new products waiting to be launched in various industries all based on what he calls the Kelatronics technology. In the meantime, the Henrys will be at Wing Ding 40 in Knoxville this August. They say to make sure you stop by their booth and say hello. They will show you what they've been working on. 