

COMUNICATO STAMPA

Midland launches BikePlay Guardian for motorcycles, the equivalent of CarPlay and Android Auto for cars: a new milestone for the Reggio Emilia company.



Reggio Emilia, May 8, 2024 - The long-awaited response to motorcyclists worldwide has arrived. Midland launches BikePlay Guardian, the display with mirroring function that duplicates the screen and functionalities of your Android or Apple phone. BikePlay Guardian is the only product on the market equipped with dual front and rear cameras with QFHD resolution, ensuring constant monitoring of the surrounding environment, even in low visibility conditions, and sensors to check tire pressure.

Finally, even on a motorcycle, it will be possible to drive safely using your phone's features: BikePlay Guardian allows the use of your phone's maps, Google Assistant or Siri support, and duplication of key functionalities. From today, you can experience revolutionary two-wheel driving, a

perfect integration between the digital world and motorcycling, a connection that will provide maximum comfort and safety while driving. Thanks to BikePlay Guardian and its 5-inch touchscreen display, waterproof and us...

BikePlay Guardian's high-resolution QFHD cameras, front and rear, offer a complete view and continuous recording for use as a 'Dashcam'. Midland's offer also includes two sensors to monitor tire inflation pressure, enhancing driver safety and comfort. The experience is completed with an anti-glare screen and a night vision sensor.

Midland continues to support motorcyclists in achieving the best possible experience on two wheels, after bringing technology and innovation to those traveling alone or in groups, after launching the first intercom in the world approved for ECE 22.06, BT Mini, it has presented always unique and innovative offers: the most affordable intercom on the market with uncompromised quality, the best



in sound, proven by the wind tunnel, versions with Advanced and Mesh technology to meet diverse needs.

Midland, a brand originally American that today represents Italian excellence, guarantees the highest performance in communication, as expected from the company that launched the iconic CB radio in the 80s and the world's first LPD Walkie Talkies!

PRICE:
299 euros

To learn more:

[BIKEPLAY GUARDIAN](#)

[MIDLAND EUROPE](#)

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Midland was founded in 1959 and for over 60 years has been designing and producing products for communication on the move. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in over 90 countries worldwide through 15 European and non-European subsidiaries.

Midland is the largest producer of mobile communication devices in terms of number and type, providing tools for truckers, campers, motorbike enthusiasts, and hiking lovers. Midland's communication systems make experiences complete, enjoyable, and above all, safe.

Midland is known for the iconic CB radio that marked the 80s, a precursor to social media, the first LPD Walkie Talkie in the world, and in 2008, Midland introduced the first motorcycle-to-motorcycle intercom on the market.

Innovation in communication on the move has always been their hallmark.
