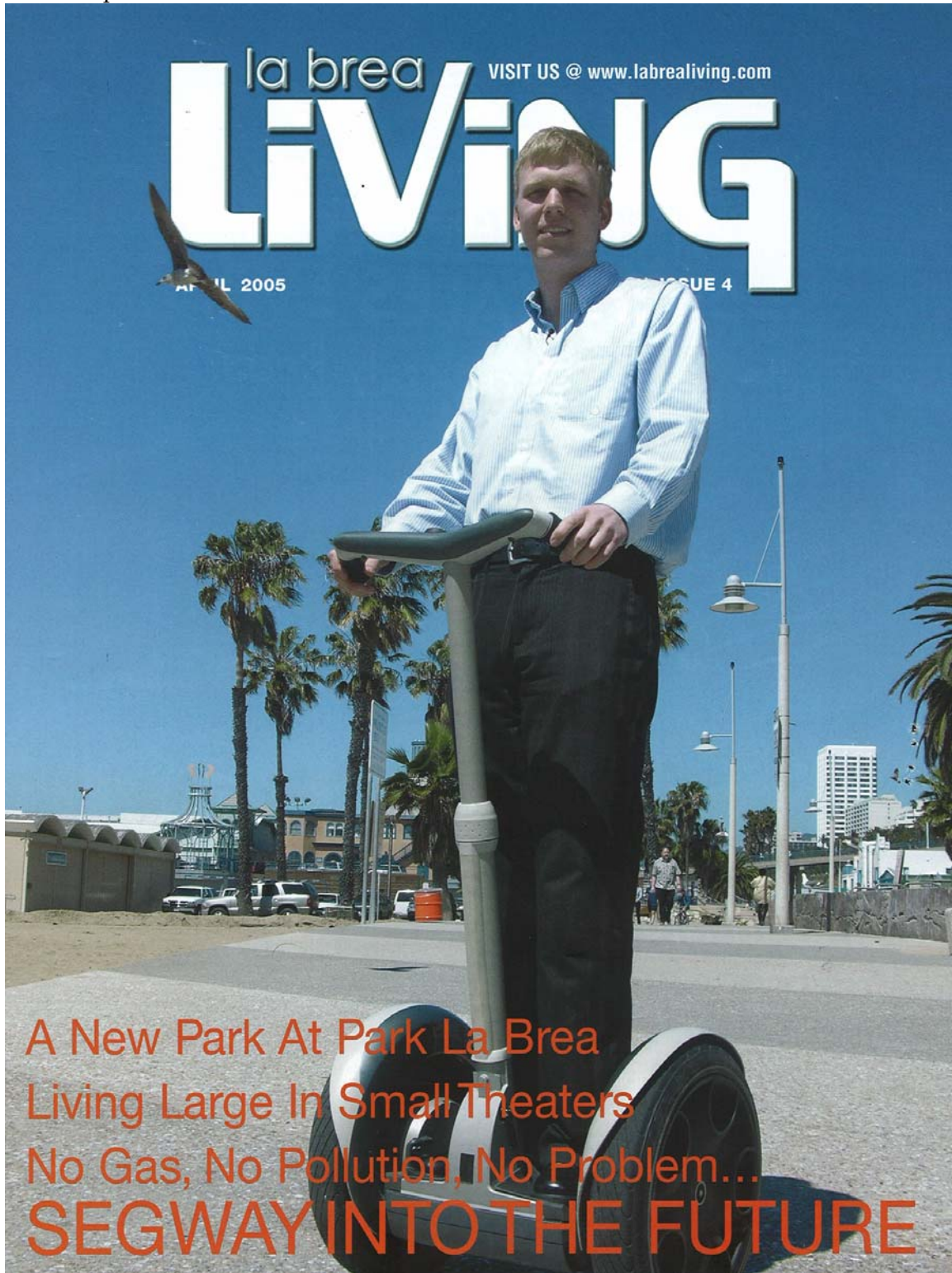


**Client:** Segway

**Publication:** *La Brea Living*

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The image shows the cover of the April 2005 issue of 'La Brea Living' magazine. The cover features a man in a light blue shirt and dark pants riding a Segway on a paved path. The background includes palm trees, a building, and a clear blue sky with a bird in flight. The magazine title 'la brea LIVING' is prominently displayed in white, with 'la brea' in a smaller font above 'LIVING'. The issue date 'APRIL 2005' and 'ISSUE 4' are also visible. The website 'VISIT US @ www.labrealiving.com' is printed at the top right. At the bottom, there is a promotional message in orange text: 'A New Park At Park La Brea Living Large In Small Theaters No Gas, No Pollution, No Problem... SEGWAY INTO THE FUTURE'.

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APRIL 2005 ISSUE 4

A New Park At Park La Brea  
Living Large In Small Theaters  
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**SEGWAY INTO THE FUTURE**

# THE FUTURE HAS ARRIVED

by rick eisenlord

The newspapers are full of reports of the cost of gasoline approaching \$3.00 per gallon this summer. In Los Angeles, we have become used to traffic jams and some of the worst air pollution in the country. Now imagine going to work in a vehicle that uses no gasoline and emits no pollution. And you can drive right up to your office and park that vehicle next to your desk. Imagine running errands and not worrying about where to park. Again, no gasoline required. No pollution. And it's quiet. Imagine stepping on a platform and gliding down the sidewalk. No pushing. No peddling or balancing on a bicycle. You don't even have to sit down. You stand there and move.

This is not the stuff of some futuristic science fiction movie. Welcome to the world of Segway, and it is here now! What is a Segway? The Segway Human Transporter is a unique self-balancing electric-powered transportation device. Using gyroscopes and tilt sensors, the Segway HT is able to emulate human balance. Lean forward, and you move forward. Lean back, and you move back. Straighten up and you stop. Operation is intuitive and natural. The Segway is



## *The future was literally in our hands and under our feet*

environmentally friendly with zero emissions and has the ability to alleviate traffic and parking problems. The Segway HT does all of this by harnessing some of the most advanced and thoroughly tested technology ever created.

Recently, the staff of La Brea Living was treated to an afternoon of test riding Segways at the Segway Los Angeles store in Santa Monica California. We got a hands on feel of what it is like to glide down the street on something that looks like it is straight out of a Jetson's cartoon. The future was literally in our hands and under our feet. I had briefly seen other people riding one of these devices, and now it was my turn. What follows is my experience of the future in the here and now.

When you first approach the Segway it looks too simple. It has just 2 wheels, platform and a steering column. What you don't see is that the platform and wheels contain powerful electric batteries, tilt sensors and gyroscopes. Jason Stemmler, president at Segway Los Angeles was extremely helpful in educating us on how to operate the device. Before you "get on", you watch a 30-minute instructional



video and receive another 30 minute training session on how to operate a Segway. While it looks deceptively simple, it does take some time to acclimate yourself to driving with your body weight and leaning forward and backwards. My first sensation was that I was going to fall over. But I didn't. I stepped on and immediately the device's gyroscopes kept me balanced. I leaned forward and forward I went. When I leaned back the Segway slowed and stopped. I leaned further back and the Segway went backwards.

The top speed on the Segway I was riding was 12 mph. While that does not seem fast on paper, I have to tell you it seemed really fast in practice. With Gianni Van from the Segway Los Angeles as our expert guide, we glided out of the store and down the boardwalk in Santa Monica. The first thing I noticed was the stares of everyone who saw us. This thing attracts attention no matter where you go because it is so unusual it its appearance. It looks like you should tip over, but

you don't. However, you can take a spill if you are not careful by turning too sharply or by hitting curbs or holes. A safety helmet is required equipment. But the Segway can turn on a dime, and once you are used to the controls you can easily maneuver through crowds on a sidewalk or around curbs and potholes. There are built in speed controllers and safety mechanisms to prevent you from getting too careless. The only noise you hear is the whirr of eclectic motors. No loud obnoxious motors. And no gas fumes. No pollution. And a whole lot of fun. This is not just for young kids either. Adults of all ages can enjoy the ride.

You can purchase a Segway from between \$4,000 and \$5,000 depending on model. However, if you would like to see what the future is like right now for yourself, you can rent a Segway and go "gliding". Segway Los Angeles is located at 1660 Ocean Avenue in Santa Monica California. Their phone is 310-395-1395. Rates

are \$45 for 1 hour, and \$75 for 2 hours. The Segway can travel up to 12 miles on a single charge, with newer models doubling that range. The store will provide a safety helmet for you to use at no extra charge.

I would encourage everyone to go take a "glide" on a Segway and see what the future has in store for you. We all know that sooner or later gasoline powered vehicles are going to have to give way to something else. The rousing success of the Toyota Prius with its hybrid gas/electric motor gives us clear indication of that. Carmakers are also currently experimenting with hydrogen as a source of fuel for cars. Just as Henry Ford pushed the Model T as the next evolution of transportation from the horse and carriage, we now have the Segway as the next evolution of human transportation. It will be fascinating to see how long it will take for the Segway to catch on.

