

News Release

Hyundai Motor to Develop Holographic AR Navigation with Strategic Investment into WayRay

- Holographic AR display system to help enhance customers' in-car experience
- Company to expand AR technology application beyond navigation system
- Partnership will accelerate the advent of the next generation of connected vehicles
- Strategic investment supports Hyundai's development of disruptive technology innovation to achieve its vision for future mobility

SEOUL, Sept. 18, 2018 – Hyundai Motor Company today announced a new strategic investment into Swiss deep-tech startup WayRay AG to expedite the development of holographic augmented reality (AR) navigation system for future vehicles, aiming to implement it to its mass-produced vehicles as early as 2020.

This partnership will help Hyundai achieve its vision for future mobility, whilst providing drivers with a brand-new value, merging state-of-the-art visual technology and in-vehicle infotainment systems.

“WayRay has remarkable expertise in both hardware and software development for holographic AR display systems. The Hyundai-WayRay collaboration will help us establish a brand new ecosystem that harnesses AR technology to enhance not only navigation systems, but also establish an AR platform for smart city and smart mobility, which are Hyundai Motor Group's new business interests which will provide innovative customer experiences,” said Dr. Youngcho Chi, Chief Innovation Officer and Executive Vice President of Hyundai Motor Group.

WayRay's holographic AR solutions create a true augmented reality experience where virtual objects are seamlessly integrated into a vehicle's interior environment. Compared to conventional head-up displays (HUD) available in the market, WayRay's technology boasts a smaller projection system that provides a clearer image, which can be installed in almost any vehicle.

Its exceedingly wide field of view allows for displaying more virtual objects at a comfortable distance for a driver's eyes. It has no restriction in display size parameters, and can even project a display that covers the entire front windshield. The technology can also be integrated with the

vehicle's side windows to provide passengers with a variety of infotainment services. There are currently no other technologies capable of reaching those parameters.

There are limitless possibilities for how this technology can be utilized in the automobiles. Traffic information can be displayed on the road through the windshield, so drivers can maintain their focus on the road ahead, which will improve road safety. It can provide improved driving directions based on the car's speed, including real-time information about crosswalks, pedestrians, roads and warning signs.

In future, if incorporated with autonomous driving technology that is hyperconnected to the road and neighboring vehicles, the technology will be able to display further information about the surrounding environment for the driver.

WayRay was established in 2012 and has quickly positioned itself as the leading holographic AR technology company in the world. The company is headquartered in Switzerland and operates its R&D center in Russia.

“As a deep-tech company, we are committed to creating fundamental innovations that bring us far beyond holographic AR displays and new interfaces.” Said Vitaly Ponomarev, CEO of WayRay. “We are proud to be recognized as a reliable partner able to meet the high standards set by investors like Hyundai.”

Hyundai is expanding partnerships in various fields to further strengthen core technology vital to autonomous driving and explore new business opportunities within smart city infrastructure.

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About WayRay

Founded in 2012, WayRay is a holographic AR technology company headquartered in Zurich. In keeping the full R&D process under control — from product concept to prototype testing — WayRay has morphed from a startup into a full-cycle manufacturer of holographic optical systems, hardware, and software. With more than 250 professionals employed globally, WayRay has offices in Switzerland, USA, China, Russia, and is now establishing a manufacture in Germany.

WayRay's solutions for the automotive industry include Navion, the first-ever aftermarket holographic AR navigation system; the embedded Holographic AR Display, a built-in solution for carmakers; the True AR SDK for developers to create AR apps for cars; and Element, a gamified car tracker for smarter driving. In the last few years, WayRay has carried out successful projects with number of car manufacturers.

About Hyundai Motor Company

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond with its range of world-class vehicles and mobility services offered available in more than 200 countries. Employing more than 110,000 employees worldwide, Hyundai sold more than 4.5 million vehicles globally.

Hyundai Motor Company continues to enhance its product line-up with vehicles that are helping to build solutions for a more sustainable future, such as NEXO – the world's first dedicated hydrogen-powered SUV.

More information about Hyundai Motor Company and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

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Contact

Jin Cha

Global PR Team / Hyundai Motor

sjcar@hyundai.com

+82 2 3464 2128