



Press release

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New 3D display solutions in the automotive sector with real depth perception

More and more cars have spatial depth display (3D) elements in their instrument cluster. A technology based on eye tracking. Mercedes started this trend in the S class model and Genesis followed this trend.

The disadvantage of such solutions is that the sharp spatial depth can only be seen by one person. Other automotive companies are aiming to have a complete dashboard with spatial depth. This is impossible to achieve with eye tracking because many people need to be able to view the spatial depth simultaneously.

The Swiss company psHolix is able to solve the problem because the psHolix technology offers Super-Multiview instead of eye or head tracking.

Another interesting area for spatial viewing is the area of back drive systems. Today, cars are using a single camera and, as a result, distances cannot be seen on the back drive display from a visual-physical point of view. Therefore, the currently available systems offer optical and acoustic support to solve the lack of spatial viewing. With a stereo camera at the back of the car it would be possible to show a real spatial depth of what is happening behind the car.

Now, we see more and more cars and trucks with outside mirror replacement systems. Especially the Atos truck from Mercedes has it successfully implemented. Other cars like, for example, the Audi E-tron and the Ionic 5 have a similar system. All the camera systems, which are replacing the mirror, do not show a spatial image because the system has only a 2D camera and a simple 2D display. Therefore, in some countries those systems do not get a certification.

NHTSA in particular requires physical mirrors in the US, but the car manufacturers generally want side cameras to reduce drag (improve efficiency) and improve aesthetics. Depth perception is one of the many reasons NHTSA still prefers mirrors. And that's exactly where psHolix can close the gap.

The psHolix solution is the only system with spatial depth viewing. psHolix is the only company to eliminate the so-called accommodation conflict due to using Super-Multiview in order to solve exactly the problems mentioned above.

The psHolix technology is protected by 58 patents.

psHolix will demonstrate different spatial depth units at the vehicle display exhibition in Detroit on the 27th and 28th of September.

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