



True AR Challenge and Hackathon

At CES 2018, WayRay has unveiled the future of holographic augmented reality navigation systems, including the first True AR SDK for developers to create AR apps for cars. In an effort to encourage smart and innovative AR solutions for cars, WayRay is launching the True AR Challenge and Hackathon for developers and designers with a total prize fund of \$160,000.

We're glad that you signed up and accepted the challenge, and can't wait to see your vision for the future of holographic AR navigation systems for cars.

True AR SDK

WayRay, the pioneer of holographic AR technologies for cars, is building AR hardware and software that boosts market opportunities for developers. With our hardware, software, and True AR SDK, we're equipping developers with an ecosystem for building AR apps for cars.

The holographic AR display by WayRay is a built-in AR infotainment system that transforms the windshield to a new medium for information. The AR display tailors AR interface content to individual users, visualizing navigation, route information, relevant points of interest, local events, and more. Another WayRay AR product is the aftermarket device called Navion, the first holographic AR navigation system for cars. The compact device fits discreetly onto the dashboard and projects information in augmented reality. The interface is displayed exactly where the driver needs it to be, on the road ahead. No headgear or eyewear is required.

The True AR SDK is a set of libraries and tools for third-party developers to build AR apps that run on Holographic AR Displays. The SDK also contains the Holographic AR Display simulator, a tool for testing and debugging the behavior of virtual objects under different FOV and display locations

in various cars. The True AR SDK runs on Ubuntu 16.04 and supports C++ and GLSL, with binding to other programming languages. The True AR SDK will be released to the public in the coming months.

At CES 2018, WayRay announced the WayRay AR Marketplace along with the brand-new True AR SDK. Ambitious developers will be able to publish the apps they create via the True AR SDK to the WayRay AR Marketplace, where end users can download the AR apps and install them on their devices.

True AR Challenge and Hackathon for developers and designers

You've already completed the first step of our challenge, as we have received your subscription. Here we want to share with you the rules and regulations as well as the PowerPoint template for completing your submission.

Instructions:

- Download the challenge materials (the True AR Challenge rules and regulations, a PowerPoint application template, 3 images and 3 videos).
- Enter your information into the PowerPoint template and make sure all fields are complete. Submissions with missing information will not be considered.
- Use the images to visualize your AR app interface. Attach the visuals you've created as additional slides to the PowerPoint.
- Optional: choose one or more (up to 3) videos of various road situations and create an animated version of your AR app interface.
- Upload your video(s) to any file hosting service and put the link into the template.
- Convert the PowerPoint template into a PDF.
- Send the PDF file as an attachment to sdkchallenge@wayray.com. Make sure that the total email size does not exceed 25 MB.
- Submission deadline: May 30, 2018.

Please complete the PowerPoint template with all of the required information. Submissions with missing information will not be considered. We will not be able to inform individual developers of invalid submissions (due to missing information) or if they do not make the shortlist (due to low scores).

A jury of renowned professionals and industry experts will review all submitted ideas and shortlist winners. The best ideas selected by the jury will grant their authors checks and invites to join us for the first onsite True AR Hackathon.

Judging criteria:

All jury members will evaluate the material received and assign a score (1–10) to each idea, across the following dimensions:

- Creativity
How original is the AR app?
- Relevance
Does the AR app serve a user need?
- Design
Did the team put thought into the user experience?
Is the AR UI pleasant to look at?

When editing the images and videos provided, please make sure that you augment the real world and place graphic objects outside the car, not on the surface of the windshield.

An average score will then be calculated. All ideas will be ranked, and the best submissions (highest average score) will be selected as finalists. The onsite hackathon will take place later this year, final date and location will be announced in the coming weeks.

Please note:

- Prizes are awarded for ideas. For teams, the prize amount will be shared amongst the team members.
- An invite to join us for the first True AR Hackathon does not mean that WayRay will cover any travel or lodging expenses related to your stay during the Hackathon weekend.

Awards

A total of \$160,000 in cash and prizes will be awarded throughout the True AR Challenge and Hackathon as follows:

Shortlisting process:

Winners	\$5,000
First Runners-up	\$3,000
Second Runners-up	\$2,000

Hackathon:

Winner	\$40,000
First Runner-up	\$20,000
Second Runner-up	\$10,000

In addition to cash prizes, the top three winners of the True AR Hackathon will be awarded new Navion devices as soon as they enter mass production.

Payments to potential winners are subject to the express requirement that they submit all the documents requested by WayRay to permit it to comply with all applicable state, federal, local and foreign (including provincial) tax reporting and withholding requirements. All prizes will be net of any taxes WayRay is required by law to withhold. All taxes imposed on prizes are the sole responsibility of the winners.

Jury

A jury of renowned professors, industry leaders, and innovators will select the top ideas and then attend the Hackathon weekend to determine the final three winners. See the final list of jury members on <https://wayray.com/sdk/challenge>.

Privacy Policy, Data Collection, and Intellectual Property Rights

Intellectual Property Rights

All submissions remain the intellectual property of the individuals or organizations that developed them. By submitting an idea or accepting any prize, you represent and warrant the following: you will not submit content that is copyrighted, protected by trade secret or otherwise subject to third party intellectual property rights or other proprietary rights, including privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the content; and the content submitted by you does not contain any viruses, Trojan horses, worms or other disabling devices or harmful code.

Copyright

Participant represents and warrants that he/she or it is the sole author and copyright owner of the idea, and that the submitted idea is an original work of the Participant, or if the Submission is a work based on an existing application, that the Participant has acquired sufficient rights to use and to authorize others; and that the Submission does not infringe upon any copyright or upon any other third party rights of which the Participant is aware, and that the Submission is free of malware.

Privacy

Participants agree that personal information entered during registration, including username or team name and email address, may be processed, stored, shared and otherwise used for the purposes and within the context of the True AR Challenge and Hackathon. This data will be stored in the most secure manner possible

by WayRay SA. By entering, participants agree to the transmission, processing, sharing, and storage of this personal data for the purposes specified herein by WayRay SA and its authorized partners.

WayRay SA will be allowed to share all of the data provided under the True AR Challenge and Hackathon with all of the jury members, and list the winning ideas on its website.

Participants also understand that this data may be used by WayRay SA in order to verify a developer's identity, postal address and telephone number in the event that an entry qualifies for a prize. Participants have the right to access, review, rectify or delete any personal data held by WayRay SA in connection with the True AR Challenge by writing to WayRay SA at the following email address: sdkchallenge@wayray.com. If a participant does not provide the data required at registration, that participant's application will be ineligible.

For EU residents: pursuant to the European General Data Protection Regulation, you are informed of the following:

- The data controller is WayRay SA (Avenue de Gratta-Paille 1-2, CH - 1018 Lausanne, Switzerland) and the data recipients (processors) helping us to collect your data are HackerEarth (HackerEarth Inc. 2600 El Camino Real, Suite 403, Palo Alto, California, 94306, contact@hackerearth.com) and Devpost, Inc. (222 Broadway, 19th Floor, New York, NY 10038).
- The processing of your personal data in the context implied by these rules is necessary for the performance of a contract to which the data subject is a party.
- Your data is collected for the purpose of executing the True AR Challenge. Your name may be mentioned on our website (www.wayray.com) within the context of the True AR Challenge.
- Your data will be stored for the period of the True AR Challenge and Hackathon.
- If you wish to access, correct, update, restrict the processing of your personal information, request portability of your personal information or request deletion of your personal information, you can do so at any time by contacting us via support@wayray.com. Please keep in mind that deleting or restricting the processing of your personal data will result in your inability to continue your participation in the True AR Challenge.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

By submitting your idea to WayRay SA, you accept all of the terms included in this document, and specifically, the terms related to the Privacy Policy and Data Collection described in this chapter.

Please contact us via support@wayray.com in case you have any questions regarding our privacy practices.

Timeline

- January 11th — True AR Challenge is announced at CES 2018 and the subscription process starts
- February 1st — Rules and regulations document is shared so developers and designers can start working on their ideas and designs
- May 30th — Application deadline
- June 30th — Challenge winners announced
- Q2 2018 — True AR SDK release
- Q3 2018 — Onsite True AR Hackathon takes place in the USA, where the top three ideas are announced

Miscellaneous

WayRay SA reserves the right to modify these Rules and Regulations at its own discretion.

The up-to-date edition of these Rules and Regulations is available at:

https://wayray.com/downloads/sdk_hackathon_rules.pdf.

These Rules and Regulations, as well as any relations arising in connection with the True AR Challenge and Hackathon, shall be governed by the Swiss legislation.