

W A Y R A Y

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WayRay attends Geneva International Motor Show 2019 to exhibit Mercedes-Benz E-Class demo car with built-in holographic augmented reality display and announce collaboration with Pininfarina.

March 5, 2019, Zurich, Switzerland — WayRay, the Swiss deep tech company that develops built-in holographic augmented reality displays for cars, will take part in the Geneva International Motor Show (GIMS) on March 7–17, 2019.

WayRay is continuing its track record of successfully featuring its built-in holographic augmented reality solution in demo cars, this time presenting the top-notch technology in a Mercedes-Benz E-Class sedan. The Mercedes-Benz E-Class is the second demo car with WayRay's embedded holographic AR display publicly shown in 2019, following the Genesis G80 by Hyundai's luxury brand unveiled at the Consumer Electronics Show in Las Vegas. The demo car experience will be available by invitation to journalists and business professionals.

Furthermore, WayRay is announcing the expansion of its portfolio of global partnerships to include a collaboration with Pininfarina, the Italian luxury design and engineering house playing a role in defining the global automotive industry. WayRay and Pininfarina will collaborate on future projects, both in the automotive and other transportation sectors, to promote the integration of WayRay's holographic AR displays into the interior design definition, leveraging Pininfarina's competences.

"In our cooperation with leading automakers, we are aiming to bring AR technology to different types of vehicles across the world," says WayRay's CEO Vitaly Ponomarev, who will also speak at the Shift AUTOMOTIVE Forum on March 6 in Geneva.

Held annually since 1905, the Geneva International Motor Show is among the oldest and most influential auto shows in the world. This year's edition is opening its floors to all domains of individual transportation and innovative technologies. Jointly with IFA Berlin, GIMS organized the Shift AUTOMOTIVE conference to focus on the future of mobility.

The Geneva International Motor Show will run from Thursday, March 7 through Sunday, March 17, at the Palexpo in Geneva.

Locate WayRay: Palexpo, Hall 2, booth 2051

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 about 250 professionals employed globally, WayRay has offices in Switzerland, USA, China, and Russia.

Over three funding rounds, WayRay has raised about US\$100 million from Alibaba Group, Porsche AG, Hyundai Motor, JVCKENWOOD, China Merchants Capital, and other investors. The company has also won prestigious industry awards — the Grand Prize at the 2017 AutoMobility LA Top Ten Automotive Startups Competition, the People's Choice Award and the AR category at Startup Autobahn 2018.

Official hashtags: #HolographicAR, #ARforCars, #WayRayGeneva, #GimsSwiss

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