

W A Y R A Y

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## **WayRay's True AR SDK is selected as a 2019 SXSW Interactive Innovation Awards Finalist**

**February 28, Zurich, Switzerland** — The True AR SDK by WayRay has been named one of five finalists in the VR/AR/MR category for the 2019 SXSW Interactive Innovation Awards. WayRay, the Swiss leader of holographic AR displays, has been chosen among other applicants to come to Austin, Texas and demonstrate their True AR SDK at the Interactive Innovation Awards Showcase on March 9, as well as to attend the Awards Ceremony on March 11.

The True AR Software Development Kit created by WayRay allows developers to build, test, and debug AR apps that run on WayRay's in-vehicle holographic AR displays. With the SDK, developers can create and seamlessly integrate virtual objects like safety alerts, navigation elements, and infotainment features into the world around the car, giving users a myriad of immersive opportunities.

Selected from numerous entries for the SXSW Interactive Innovation Awards, the True AR SDK is the first-ever toolset for creating augmented reality applications for cars. With the SDK, custom-made hardware and software, WayRay is aiming to transform any glass surface into a new medium for information and create a global platform where any type of AR content can be supplied and consumed.

WayRay officially released its True AR SDK beta in December 2018, followed by a public showcase at CES 2019 in Las Vegas. In early 2019, the company joined the Reality Virtually Hackathon as a platinum sponsor and provided the True AR SDK to AR app creators in the "Automotive" category.

At the 4th annual SXSW Interactive Awards Finalist Showcase on Saturday, March 9, WayRay will demonstrate its True AR SDK hands-on alongside its holographic AR display prototype for SXSW attendees and judges alike. Then WayRay will compete for top honors with the other nominees — FundamentalVR, HaptX, Accenture, Subvrsive — at the Interactive Innovation Awards Ceremony on Monday, March 11.

**Locate WayRay at SXSW:** Austin Convention Center, Hall 1, booth 2519

The 22nd annual SXSW Interactive Innovation Awards, presented by KPMG, will recognize the most forward-thinking tech developments in the connected world. Winners are awarded across 13 categories, including VR, AR & MR; AI & Machine Learning; Innovation in Connecting People; Robotics and Hardware; Smart Cities, Transportation & Delivery.

## 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 \$100 million from Alibaba Group, Porsche AG, Hyundai Motor, JVCKENWOOD, China Merchants Capital, and other investors. The company has also won prestigious industry awards, including 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, #SXSW

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