



W A Y R A Y

**WayRay® is a Swiss deep-tech company and a leader in the development of augmented reality holographic systems. One of the company's latest developments is the Deep Reality Display®, a next-generation True Augmented Reality Head-Up Display (True AR™ HUD) that allows you to display a virtual image at various distances. This revolutionary technology blurs the line between virtual images and the real world.**

The WayRay® system projects a virtual image onto a holographic optical element (HOE) located on the windshield. The driver can watch the road without being distracted as the virtual interface elements are integrated into the real-world view.

We create radical new technologies based on scientific discoveries in the fields of optics, holography, hardware, and software. Unlike many other startups that use existing technologies, we develop the technologies for our products from scratch.

This requires large long-term investments.

Our fast and seamless process that encompasses design, engineering, and prototyping, allows us to respond quickly to changing conditions and control the product development process from start Xto finish.

We are creating a future in which any transparent surface will become a window into a virtual world, and we are successfully making this happen right now.