Augmented Reality Head Up Display Simulation Tool

Identify and solve challenges early and accelerate time to market

Benefits

- EARLY OPTIONING: Create / Design more UX / situational scenarios virtually
- TESTING: Study / Test and frontload qualified UX knowledge before build
- COST CONSCIOUS: Limit capital investment upfront vs. functional prototype risks if too early in development cycle

Technical Advantages

- Fast and iterative development and testing
- Create safe and realistic end customer driving experience without having a functionalprototype in vehicle

Applications

- Augmented Reality Head Up Display implementation in a simulated driving experience
- Next Gen in vehicle immersive UX including but not limited to Cockpit Domain Controller, Connectivity, Voice Agents, & Prem Audio