

**TECHNOLOGY DATA SHEET**  
**AS FEATURED ON THE VISTEON/3M PROMOTYPE VEHICLE**

**AUGMENTED REALITY DISPLAYS**

**DESCRIPTION:**

Offer the benefit of full widescreen projection enabling real world, one-to-one overlays for navigation route finding and night vision.



**VALUE OPPORTUNITY**

- Mono color and bi-color on glass driver and passenger messaging
- Large viewable area for driver/passengers (near full windscreen viewing)
- Critical vehicle messaging (telltales, fuel, etc) as well as traditional Head Up Display information (speed, tach, etc)
- Driver selectable display contents

**TECHNICAL BENEFITS**

- Large display surface offers driver and passenger independent information selection
- Traditional navigation data can be displayed using turn-by-turn icons or maps
- Augmented reality navigation display is accomplished by overlaying 1:1 navigation route on windscreen. Route/path highlighted on glass indicates exact lane and turn reducing the interpretation of data
- No imaging combiner required
- Large display size allows for the reduction or elimination of displays in the instrument cluster, radio, and climate control modules

**MARKET ASSESSMENT**

**Target Market:**

These are individuals who are Technology Enthusiasts and continually strive to increase virtual connectivity through their electronic devices.

**Initial Vehicle Segments:**

Select buyers from all segments.

**Annual Sales Potential (Based on Segments Above)\*:**

Approximately 8 million units

**MegaTrend Categories:**



\*Annual sales potential based on 2007 U.S. sales (Jan-Nov) and analyst Dec projections.

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**PRODUCTION AVAILABILITY – 2009 CALENDAR YEAR**