

TECHNOLOGY DATA SHEET

AS FEATURED ON THE VISTEON/3M PROMOTYPE VEHICLE

3D DRIVER INFORMATION CLUSTER

DESCRIPTION:

A multi-dimensional instrument cluster that displays driver and vehicle information in a 3-D appearance using a flat appliqué.



VALUE OPPORTUNITY

- Provides higher visibility enhancements for icons and graphics
- Multiple images displayed concurrently
- Lower cost than alternative 3-D solutions
- Creates a unique selling proposition by providing an immersive driver experience, customizable and personal to the driver
- Can be offered as an option for series differentiation
- Enables multiple display applications within the vehicle

TECHNICAL BENEFITS

- More intuitive 3-D navigation maps and strong visible enhancements of information
- Rear-view camera allows depth impression
- HMI data hierarchy highlights driver and user critical information
- Full resolution solution
- Stereo 3-D — no glasses required
- Switchable 2-D/3-D modes
- No view reversal
- Comfortable viewing

MARKET ASSESSMENT

Target Market:

These are technology enthusiasts and Early Adopter consumers who are the first to acquire the newest technologies / gadgets available on the market.

Initial Vehicle Segments:

Luxury cars, CUV's, SUV's

Annual Sales Potential (Based on Segments Above)*:

Approximately 6 million units

MegaTrend Categories:



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

PRODUCTION AVAILABILITY — 2009 CALENDAR YEAR

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