



WHAT MAKES US STAND OUT

**A unique industrial
deep-tech company
with a unique culture**

Leaders in holography

True AR pioneers

**No competitors
in our specialization**

**Collaborations with
the largest car makers**

**Acknowledgment
by the industrial giants
who invested in us**

Our mission

**To create a future where any transparent surface is a window into virtual worlds.
To supercharge the human senses and make everyday life more fun, convenient, and secure.**



BUTTERFLY
WORLD

HOTEL

ONE WAY

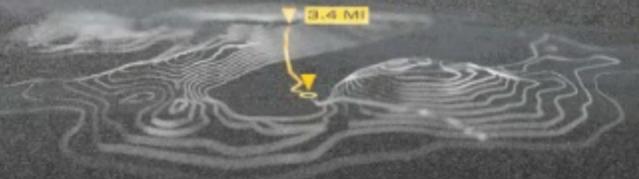
ONE WAY

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MPH

03

Investor

\$18M
TOTAL IN FUNDING

 **Alibaba** Group

Leadership in holography — Leadership in AR

True Augmented Reality is a virtual world that moves and continuously changes in sync with the outside environment and the user's preferences.

WayRay is the first company to master the application of holography to head-up displays that offer a True Augmented Reality experience for the automotive industry and beyond.

Our Holographic AR Display is the only way to deliver this experience in a package compact enough to integrate into any vehicle. The holographic optical elements (HOEs) that we use to perform all of the necessary optical functions yet remain transparent, thin, and capable of conforming to curved surfaces such as windshields.

OUR MAIN FOCUS

We believe that the car windshield is the most natural medium for delivering AR content. That's why we are focusing on these primary revenue sources for the next ten years:

Embedded Holographic AR Display, a built-in AR head-up display for cars

True AR Marketplace, a platform for AR content

Technology layers

True AR UX

Embedded
Holographic
AR Display

THIRD PARTY APPS
WAYRAY APPS

AR RENDERING ENGINE
LOW LEVEL SOFTWARE

SENSORS

ELECTRONICS

PICTURE GENERATING UNIT
LASERS

WINDSHIELD + HOLOGRAM

HMI

True AR Marketplace

WayRay Software

WayRay Hardware

Car Hardware /
Software and sensors

Our unique True AR Experience is the result of many layers of hardware and software components, made with the utmost technological proficiency and all working together seamlessly.

Technology layers

AR for driver and passenger

Embedded Holographic AR Display

Car Hardware / Software and sensors

True AR Marketplace

True AR marketplace

WayRay aims to create a global platform — like an app store with bespoke content for drivers and passengers — that will reshape the whole mobility paradigm.

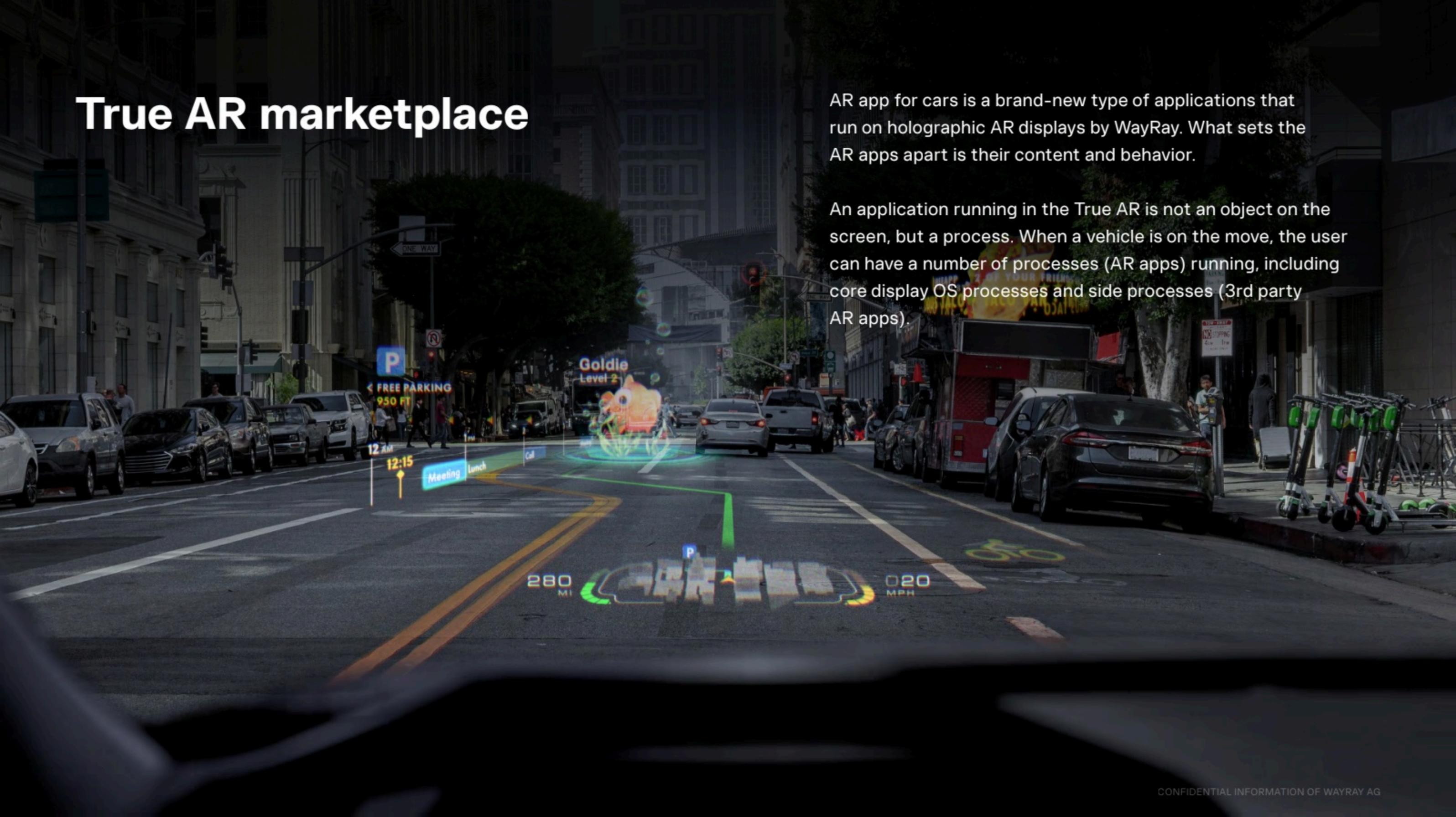
The content displayed by the 3rd party AR apps downloaded via the True AR Marketplace is meant to be user-oriented and targeted precisely to the user's preferences and behavior. Virtual objects are seamlessly integrated into the real world and don't distract from driving.



True AR marketplace

AR app for cars is a brand-new type of applications that run on holographic AR displays by WayRay. What sets the AR apps apart is their content and behavior.

An application running in the True AR is not an object on the screen, but a process. When a vehicle is on the move, the user can have a number of processes (AR apps) running, including core display OS processes and side processes (3rd party AR apps).



True AR marketplace

Meeting
IN 15 MIN
ROOM 614

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FREE PARKING
950 FT

Goldie
Level 2

WEAPP
TACOS TACO
2 OF YOUR FRIENDS IN
TACO VAN TRY ON

LOCATION APP DATA

GAME DATA

12 AM

12:15

Meeting

Lunch

Call

USER'S CALENDAR DATA

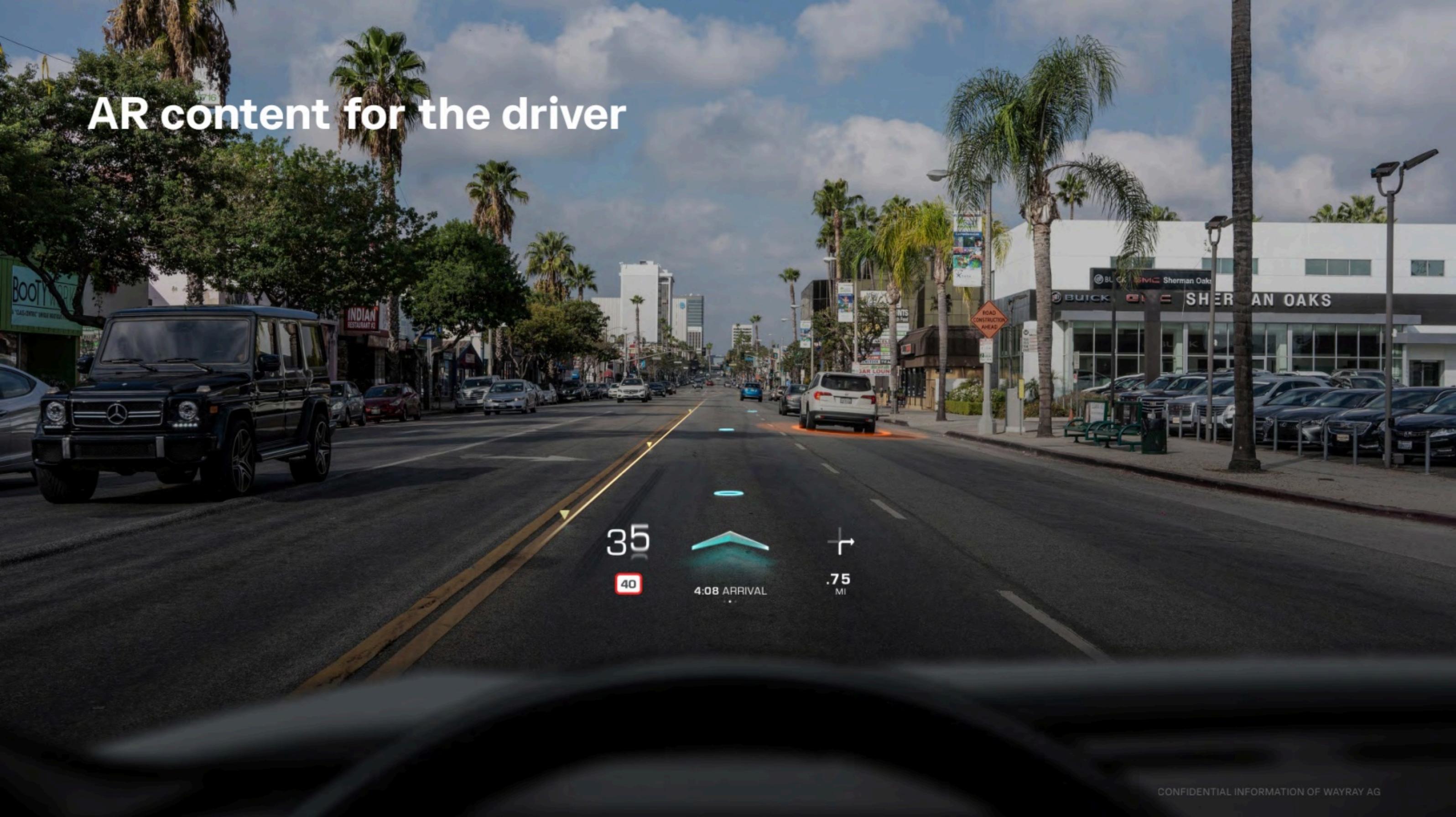
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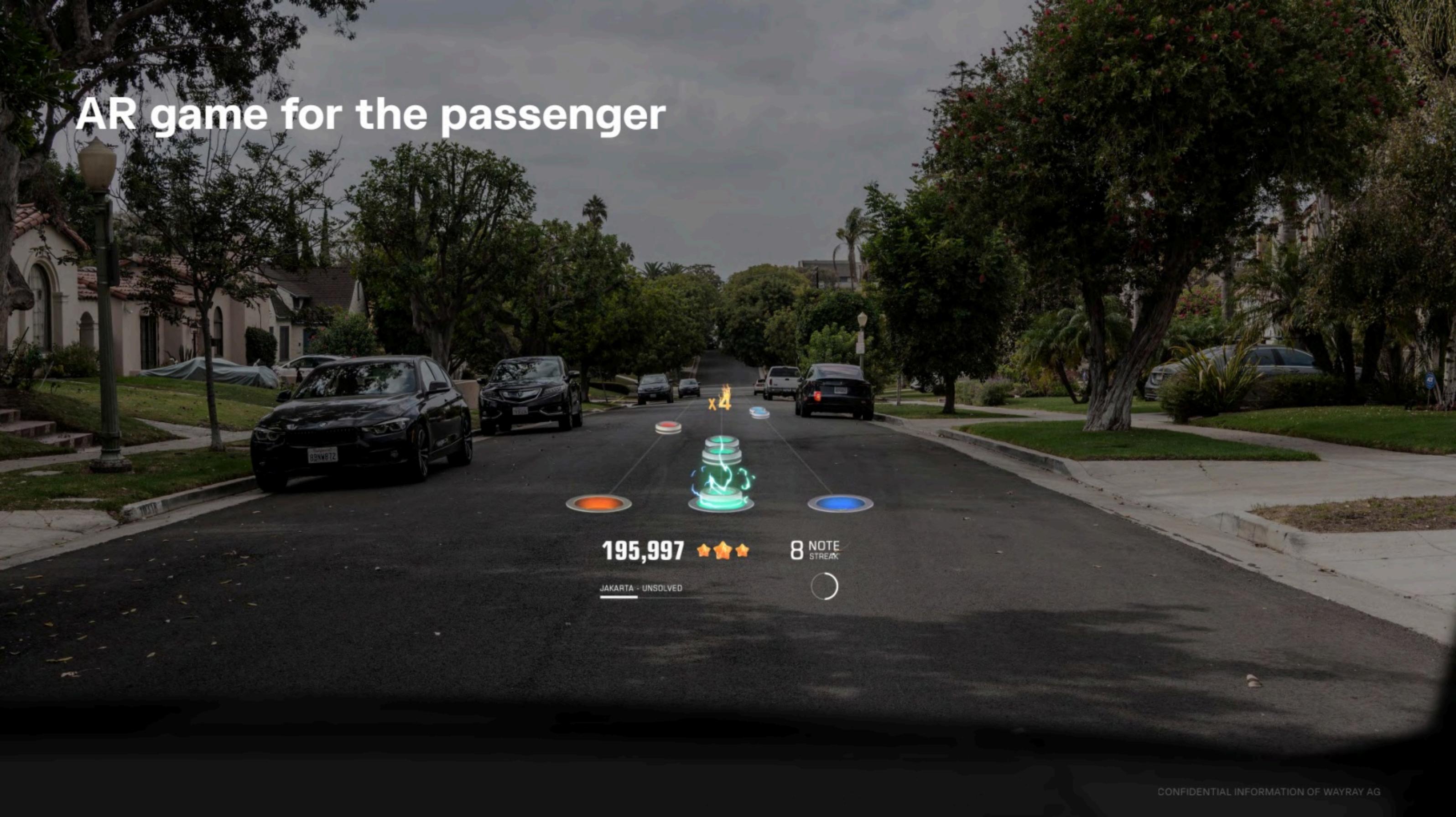
PARKING APP DATA

The virtual objects (AR app content) can be bound to a road section or a POI. They can change the shape and move around or be permanent elements of the AR interface.

AR content for the driver



AR game for the passenger



195,997 ★★☆☆

8 NOTE
STREAK

JAKARTA - UNSOLVED