

Panasonic Automotive Signs Joint Development Agreement with Envisics for Commercial Development of Automotive Augmented Reality Solutions

Leading global automotive supplier joins forces with pioneering holography company to accelerate the development and commercialization of augmented reality head-up displays

Milton Keynes and Detroit --- January 7, 2021 – [Envisics](#), a market leader and pioneer in dynamic holographic technologies for augmented reality (AR) head-up displays, and [Panasonic Automotive Systems](#) Company of America (Panasonic Automotive) today announced an agreement to jointly develop and commercialize the next generation of automotive head-up displays employing Envisics' proprietary holographic technology.

With more than 250 granted and 160 pending patents, Envisics recently secured \$50 million through their Series B funding round from blue-chip automotive companies Hyundai Mobis, GM Ventures, SAIC Ventures and Van Tuyl Companies. The alliance with Panasonic, a leading Tier 1 automotive supplier, will help fast-track the market introduction of this revolutionary holographic technology to leading vehicle manufacturers.

"We've been very impressed with the Envisics team and their innovative approach to developing augmented reality display technologies," said Scott Kirchner, President of Panasonic Automotive. "We look forward to working together to break new ground with multiple use applications that will enhance the in-car driving experience and impact the future of mobility for many years to come."

"We're thrilled to join forces with Panasonic, leveraging their expertise in head-up display design and the manufacture of very high-quality freeform optics," said Envisics founder and CEO Dr. Jamieson Christmas. "As we accelerate the development of new holographic technologies, collaborative relationships with leading Tier 1 manufacturers is at the core of our strategy to enhance safety and enable more sophisticated, user centric, infotainment systems."

As a world leader in advanced connected car solutions and as a global supplier to Automotive OEMs, Panasonic is committed to bringing world-class technology and products that transform the consumer in-car experience. With a successful track record of commercializing its technology, Envisics' first generation laser holographic technology is installed in more than 150,000 vehicles worldwide and its second-generation technology will be in market in 2023.

About Panasonic Automotive Systems Company of America

Panasonic Automotive Systems Company of America is a division company of Panasonic Corporation of North America and is a leading global supplier of automotive infotainment and connectivity system solutions. Panasonic Automotive is headquartered in Peachtree City, Georgia, with sales, marketing and engineering operations in Farmington Hills, Mich. For more information on Panasonic Automotive, please visit: <http://us.panasonic.com/automotive>.

About Envisics

Envisics is a globally-renowned dynamic holography pioneer. Since 2010, Envisics has been developing holographic technologies for the future of head-up display (HUD) and automotive sensor systems. Envisics' technology harnesses the power of holography and laser-based light sources to provide the best possible image quality. The advancement of Envisics' technology has the opportunity to transform automotive displays and enhance the in-car experience. In partnership with the world's leading automakers and tier-one suppliers, Envisics is making the future of holographic technology a reality for smarter and safer vehicles.

For more information about Envisics please visit: www.envisics.com

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