3D AUGMENTED REALITY HEAD-UP DISPLAY

PILOTED TECHNOLOGIES

Jaguar Land Rover has developed a new augmented reality head-up display that provides a superior navigation experience than existing displays.

THE CONTEXT

Conventional Head Up Display (HUD) technology has reached its limits in terms of performance and capabilities. Disruptive HUD technology can break through those limits by introducing real 3D depth, an increased image size and quality, and a smaller packaging volume.

THE INNOVATION

Jaguar Land Rover (JLR) developed a full windscreen HUD to overcome these limitations and provide a more natural Augmented Reality (AR) viewing experience. This entailed developing several disruptive technologies to enable real depth of vision, a wide field of view, enhanced image quality and reduced packaging volume. The company is in the possession of disruptive AR HUD technologies to cover over 15 years of disruption. This helped it select the right technology enablers and gain a competitive advantage with its AR HUD, which blends AR into the real world to provide a more personalised, natural and safer viewing experience while driving.

KEY CHALLENGE

TO ALIGN THE BUSINESS STAKEHOLDERS TO THE AR HUD VISION

The team held various demonstrations, workshops and idea sessions with stakeholders to align the business to the AR HUD vision.

POTENTIAL IMPACT

Jaguar Land Rover's AR HUD has the potential to tap into the 2025 projected AR/VR global market value of

£200 BN

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