

# Automotive – Display Solutions

## Our Customer needs

- › **End Users:** User Experience (UX) is the new horsepower and key buying criteria
- › **OEMs:** Key differentiation point and meet end customers expectation for a new level of in-cabin experience

## Our Solution Examples

- › Curved Ultrawide Display
- › Scenic view Head-up display
- › Scalable from high-end to mid-class
- › Empower the experiences with exciting use cases driven by our software.



## Our Business Success

- › We are the partner of choice for high-end, innovative future cockpits
- › We successfully convert innovation to scale for the mid-class price point

## Our Value Proposition

- › Cutting-edge premium solutions that are also scalable for mid-class volumes
- › Mega-factories maximizing our return on investment

## Our Proof Points

- › Highest Order Intake in the industry
- › Proven our product concept in providing the ultrawide display in Mercedes Benz concept car EQXX
- › Awarded with a high-volume mass production product development of a pillar-to-pillar touch display
- › CES innovation award 2023 for the Scenic View HUD

