

Samsung's Visit to SenseDriver Focuses on the Future of Light-Adjusting Heads-Up Display Technology Inside the Car

SenseDriver Executives meet with Samsung's Director of Strategy and Innovation to discuss potential opportunities.

Boston, MA ([PRWEB](#)) June 25, 2016 -- Last week, Samsung's Director of Strategy and Innovation at SSIC, Young Min Kim, met with executives at SenseDriver to discuss potential opportunities around the company's proprietary Heads-Up Display (HUD) technology. This development comes in light of Samsung's recently announced plan to focus more on automobiles and the connected car.

Samsung originally expressed interest in SenseDriver because of the superior image quality, high resolution, and unsurpassed performance in bright lighting conditions that the SenseHUD offers, as well as its ability to change display sizes and function on a curved surface in addition to a flat one.

“With the autonomous car making its way into the mainstream, the user's experience opens up to new possibilities,” says Michael Amaru, Co-Founder and Director of Product Development at SenseDriver. “It's no wonder that our augmenting display, designed for the automotive environment, is attracting the likes of Samsung.”

The incredible picture quality and adaptability of the SenseHUD platform means it could easily become an infotainment center in an autonomous car. In addition to displaying navigation, weather, and traffic information, the Heads-Up Display could also be adapted to play videos to entertain passengers. As the world begins to turn towards self-driving cars, SenseHUD could see its functionality grow beyond infotainment as well.

Similar developments have already begun to blossom in the automotive industry. LG has entered into a strategic partnership with General Motors to help supply electronic components, Tesla has created a sophisticated touch screen infotainment interface, and other automobile manufacturers are experimenting with flexible display technologies. SenseHUD's proprietary display technology makes it a prime candidate to be on the cutting edge of this new wave of innovation.

About SenseDriver

SenseDriver Technologies is a display technology company whose mission is to be the portable navigation and connected car leader with our SenseHUD head-up display hardware and SenSay app software platform for safer hands-free voice-activated use of mobile phones while driving and in ridesharing. By focusing on opportunities for innovation in the automobiles of yesterday, today and tomorrow, SenseDriver creates products that offer a level of accessibility everyone can experience.



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