

holoride is selected as a finalist for 2020 South by Southwest Pitch

German startup holoride to showcase immersive in-vehicle entertainment solution in the augmented & virtual reality category

MUNICH ([PRWEB](#)) January 28, 2020 -- [holoride](#), the company advancing the future of in-vehicle entertainment, announced it was selected as a finalist in the augmented and virtual reality category for the 12th annual SXSWS Pitch®.

SXSWS Pitch is the marquee event of South by Southwest® (SXSWS®) Conference & Festivals (March 13 - 22, 2020) Startups Track, where leading startups from around the world showcase some of the most impressive technology innovations to a panel of hand-picked judges and a live audience. Out of the 937 companies that applied to present at SXSWS Pitch 2020, holoride was selected among the 50 finalists spanning 10 separate categories, and is one of only two German startups that made it to the final round.

The two-day event will be held the first weekend of SXSWS Conference & Festivals, Saturday, March 14 and Sunday, March 15, on the fourth floor of the Downtown Hilton Austin, Salon D/E. holoride will present among four other companies in the augmented and virtual reality category on March 14. The event will then culminate with the 2020 SXSWS Pitch Awards Ceremony on Sunday evening, March 15, where winning startups from each category and a best in show winner will be announced and honored.

“We are thrilled to be chosen as a finalist for the annual SXSWS Pitch to present the future of in-vehicle entertainment and the immersive VR experience that will significantly change the way we will spend time while commuting,” said Nils Wollny, CEO and co-founder of holoride. “At holoride, we are excited about expanding our collaboration with leading content creators, developers and OEMs in 2020. SXSWS Pitch gives us this opportunity and allows us to engage with top industry leaders to further advance our in-vehicle VR capabilities.”

In addition to presenting a pitch, holoride will participate in two panels at SXSWS:

-- On March 17 from 2 - 3 p.m. CST, speakers from holoride, Warner Bros. Entertainment, Mercedes-Benz and Universal Pictures will discuss “Immersive Entertainment in Autonomous Vehicles.” During this panel, executives from each company will discuss new opportunities for experience and revenue presented by AI, 5G, game engines, vehicle data and more.

-- On March 18 from 12:30 - 1:30 p.m. CST, speakers from holoride, Universal Pictures and Rewind will discuss holoride’s first release to the public on the panel “Eyes Off The Road! Universal's Drive For In-car VR.” All four speakers will discuss journey-based XR experiences, exciting new content for creatives and new revenue opportunities for many companies.

“For over a decade, SXSWS Pitch has played a pivotal role in shaping the early-stage venture ecosystem, giving promising companies the resources they need to succeed when it matters most and providing high profile exposure through judges from key industry players such as Amazon and Google X,” said SXSWS Pitch Event Producer Chris Valentine. “Of the 503 companies who have participated since the competition’s inception, over 75% have gone on to secure funding, with combined funding in excess of \$6.6 billion, and 16% have been acquired. We’re excited to see this year’s impressive group of startups take to the stage and show us how their



innovations will change the world.”

For more information about SXSW Pitch and to view the complete list of finalists, visit:

<https://www.sxsw.com/pitch>.

About holoride:

German startup holoride creates an entirely new media category for passengers by connecting Extended Reality (XR) content with data points from the vehicle in real time. These data points include physical feedback, like acceleration and steering, traffic data, as well as travel route and time. holoride technology provides a new type of immersion into any kind of VR content, creating a breathtaking, immersive experience, and significantly reducing motion sickness. The tech startup was founded at the end of 2018 in Munich, Germany by Nils Wollny, Marcus Kuehne, Daniel Profendiner, and Audi, who holds a minority interest in the startup. It was hailed “Best of CES” four times (Las Vegas, January 2019), recognized as one of the 100 Best Inventions of 2019 by TIME Magazine and is part of the global innovation platform “STARTUP AUTOBAHN powered by Plug and Play.”

For more information, please visit <https://www.holoride.com/>.

About SXSW:

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2020 will take place March 13 - 22, 2020. For more information, please visit [sxsw.com](https://www.sxsw.com).



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