

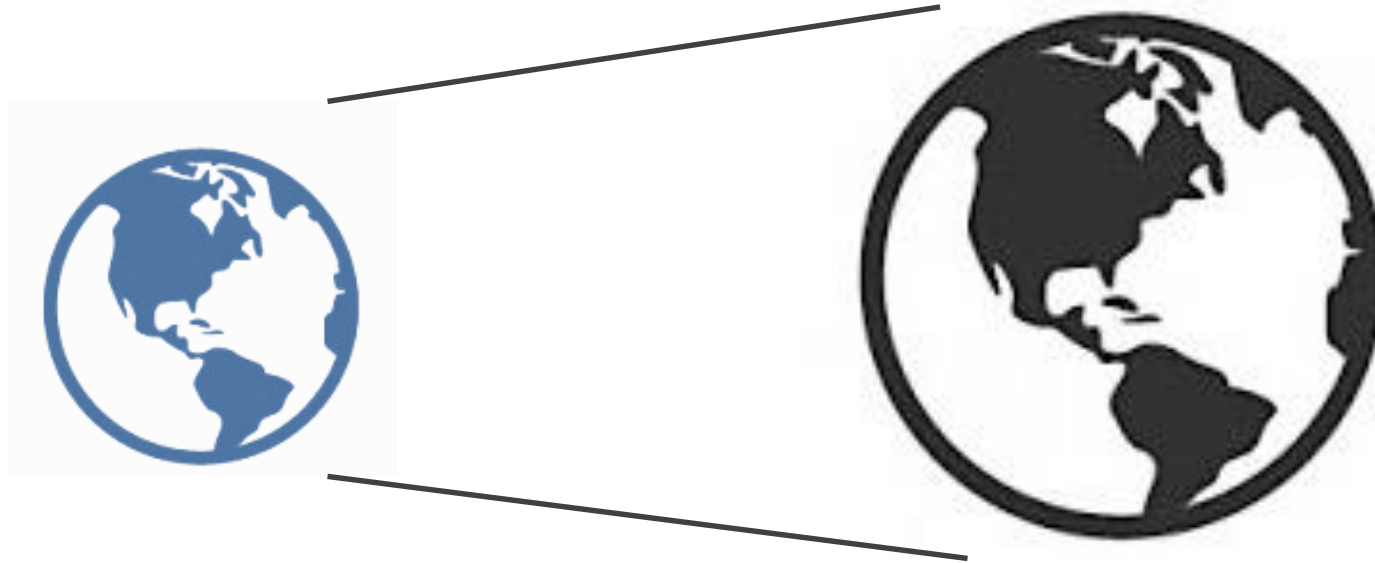
WHY ARE WE PURSUING 3D-HUD MARKET?

- **The Zecotek 3D team has been able to create the most advanced and realistic glasses free 3D technology**
- **We have a cooperation agreement with the VW Group of America to develop a commercial prototype of a 3D Automotive HUD system for Audi**
- **We have also been approached by Porsche to develop a similar system**

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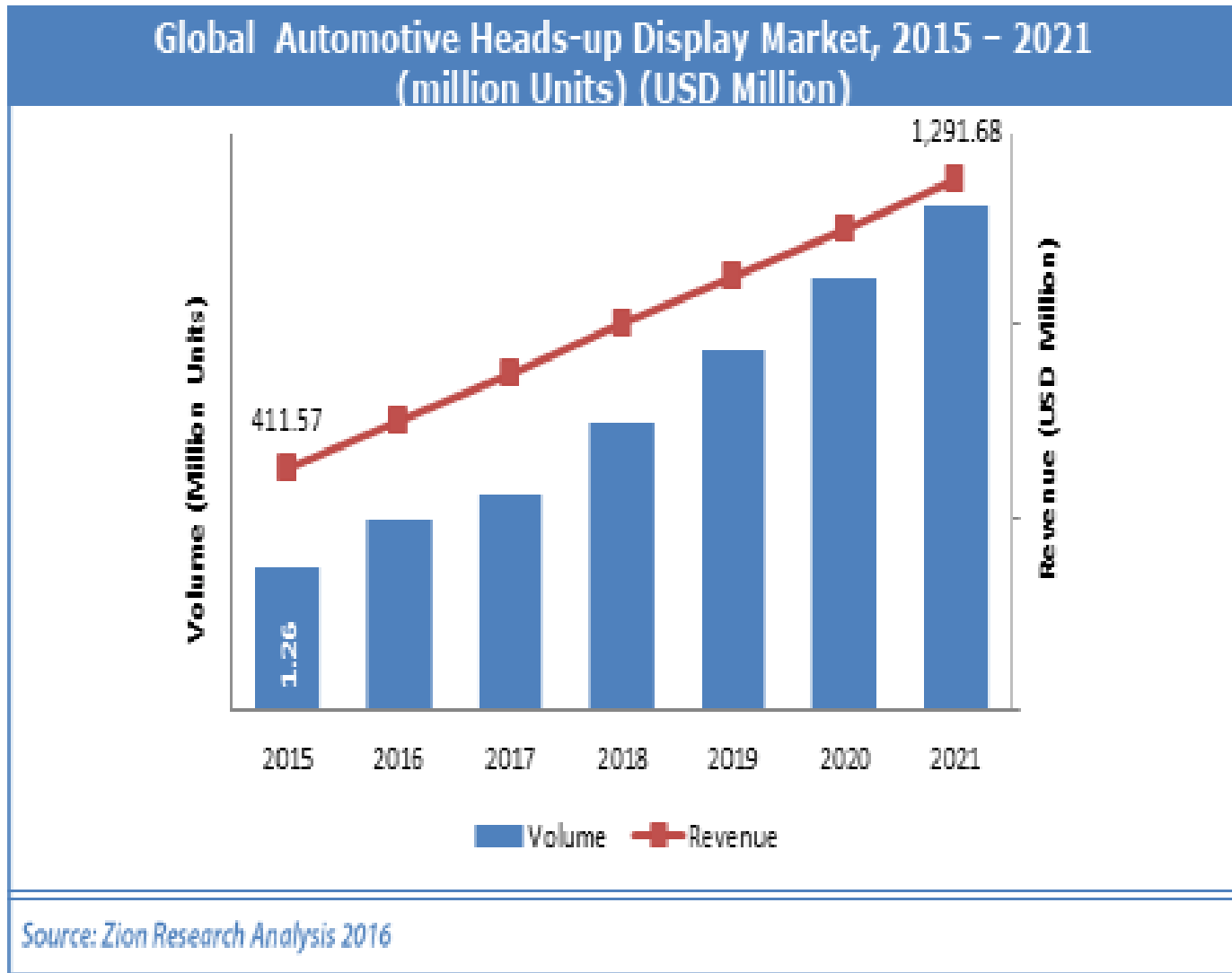
- Our technology is perfect for Automotive applications. By using **3D HUD** we can
 - Reduce the space taken up by traditional HUD systems in a cars console
 - We can project images much further away and in multiple viewing planes as compared to 2D-HUD
 - Provide greater functionality and clarity of information for the driver
 - Offer peripheral products such as Console entertainment, Flat screen 3D displays, modeling and 3D advertising tools

WHY ARE WE PURSUING 3D-HUD MARKET?



- The automotive HUD market is expected to grow by 21.7% to around **US\$1.3 Billion by 2021.**
- Currently around 0.5 million units are sold annually in North America and this is expected to grow to **1.75 million units sold**
- The North American market is the largest currently but the EU is expected to take over by 2021.
- 1.26 Million units were sold Globally in 2015

WHY ARE WE PURSUING 3D-HUD MARKET?



*Research by Zion Research Analysis 2016

HOW HUD WORKS & KEY CONSIDERATIONS

Key Considerations

1. Space that the HUD occupies in the dashboard
2. Depth & Clarity
2. Cost of production and additional value adding to the automotive product
3. Additional Benefit and function

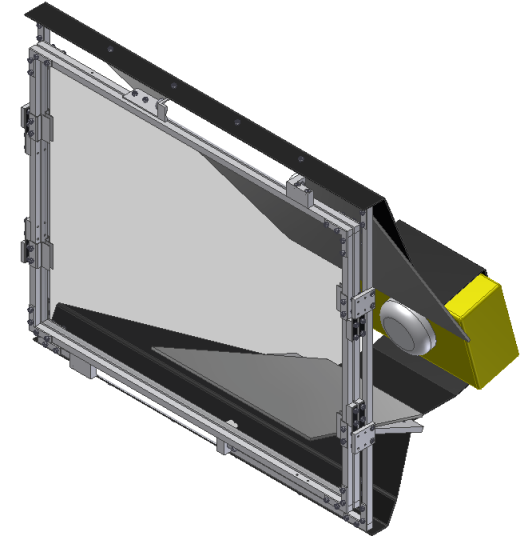
HUD Unit for Audi A6 & A7

Made by Continental



OUR SOLUTION

Our solution makes use of Zecotek's patented "Super Multi View" 3D technology. Because we are already able to display "depth" in our images, we need far fewer and more compact mirrors and optics. Our technology grants the following benefits



- Significant space saving in the instrument cluster, we estimate 30-40% space saving with our 1st product and nearly 80% with our Flat Panel Solution
- Significant depth effect, virtually throwing the image many meters in front of the vehicle
- Rich content capable, using DLP technology we can create bright, sharp images with excellent reliability
- No parallax or viewer fatigue. Our technique can be viewer continuously for hours on end without issue
- By reducing the number of expensive mirrors and aspheres we can reduce overall cost of the unit

HOW HUD WORKS & KEY CONSIDERATIONS



Traditional HUDs are uninteresting and have very limited content capability.

They often are unable to project images sufficiently far away, causing a distraction to the driver

2D HUD display systems occupy a large volume within the dashboard and only project small images



HOW HUD WORKS & KEY CONSIDERATIONS



Zecotek's 3D HUD will be able to project objects and images at far distances away from the driver with excellent clarity and sharpness

We will be able to offer rich content options to developers

Our technology allows for real 3D without glasses or head-tracking

We have true parallax and no cross talk

POSSIBLE CONTENT & FUNCTIONALITY Available through our technique

