

PRESS RELEASE

IAA Mobility 2025

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AUMOVIO and Epitone to Unveil Highly Compact 3D Head-up Display

- **3D display instead of mirror requires significantly less installation space and provides improved depth**
- **Software-assisted adaptation of virtual image ensures cost-efficient use in a variety of vehicle models**
- **Pavel Prouza, head of the User Experience business area: “With the mirrorless AR HUD, we’re setting new standards in terms of field of view, depth perception and installation space.”**

Frankfurt am Main, Germany, September 4, 2025. Under its new brand name AUMOVIO, Continental’s Automotive group sector will unveil a head-up display (HUD) that replaces the mirrors previously necessary for projection with an innovative 3D display at the international IAA Mobility trade fair in Munich from September 9 to 12. The future independent technology and electronics company has reduced the required installation space by up to 50% compared with conventional HUDs. At the same time, the spatial impression of the content displayed on the windshield, as well as the size of the visible area, has been vastly improved. In particular, the augmented reality (AR) content benefits from even more realistic integration into the field of view.

The system can be scaled across multiple vehicle models, since the image output uses intelligent algorithms to take into account vehicle-specific windshield characteristics such as tilt angle and curvature. Software-assisted image optimization also results in significant cost savings for vehicle manufacturers, as custom-made mirror elements tailored to specific model series are no longer required.

“With the mirrorless AR HUD, we’re setting new standards in terms of field of view, depth perception and installation space. It’s a prime example of our long-standing expertise in system integration, allowing us to achieve significant improvements in the user experience for both end users and vehicle manufacturers,” explains Pavel Prouza, head of the User Experience (UX) business area at AUMOVIO.

Advanced 3D imaging for even more impressive visual results

Using eye tracking, the system displays a different image for each eye, creating the impression of depth. This allows distances from 0.6 to 80 meters to be shown on a 15° x 8° display area and beyond, which roughly corresponds to three lanes in the driver’s direct field of vision on the windshield.

The AR Creator software solution from AUMOVIO, which is a fundamental component of the system, is responsible for the intelligent visual positioning of navigation, traffic and driver assistance information. It processes sensor data and compensates for movements of the vehicle and virtual objects to generate the augmented HUD display. All of the system components are based on established technologies, which enables highly efficient development cycles for automotive production.

Strong partners: AUMOVIO and Epitone pool expertise for optimal implementation

To ensure that future HUD solutions can dispense with mirrors completely and enable software-supported image output, AUMOVIO is working with California-based technology company Epitone and its strategic partner SOLUM. Epitone specializes in state-of-the-art 3D AR display solutions and provides the basis for the system’s image output with its mirrorless display technology.



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By combining AUMOVIO's extensive experience as a system integrator and large-volume manufacturing specialist with Epitone's innovative mirrorless 3D display technology, the partners have created an innovative solution that offers numerous advantages for automotive manufacturers and end customers alike.

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AUMOVIO at the IAA 2025

AUMOVIO will be present at the international IAA Mobility trade fair in Munich from September 9 to 12, 2025 (with a press day on September 8). Visitors will be able to experience cutting-edge technology highlights for the mobility of tomorrow at the AUMOVIO booth (hall B1, booth B01). Presented as a near-production demonstrator installed in the vehicle, the mirrorless AR HUD can be experienced hands-on in an outdoor area close to the AUMOVIO exhibition booth.

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 countries and markets.

AUMOVIO continues the business of the former Continental group sector Automotive as an independent company with its spin-off in September 2025. The technology and electronics company offers a wide-ranging portfolio that makes mobility safe, exciting, connected, and autonomous. This includes sensor solutions, displays, braking and comfort systems as well as comprehensive expertise in software, architecture platforms, and assistance systems for software-defined vehicles. In the fiscal year 2024 the business areas, which now belong to AUMOVIO, generated sales of 19.6 billion Euro. The company is headquartered in Frankfurt, Germany and has about 87.000 employees in more than 100 locations worldwide.

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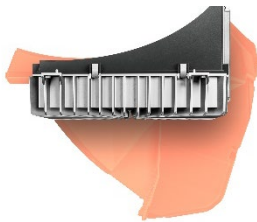
Pictures & captions



Mirrorless_AR_HUD_Cockpit

The innovative 3D display replaces previously required mirrors to display virtual objects.

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Mirrorless_AR_HUD_Volume_Overlay

The significantly reduced installation space enables new types of integration – even where space is very limited.