CES 2026   
AUMOVIO’s projection solution turns the cockpit into a canvas

* **AUMOVIO introduces an innovative projection solution for automotive interiors**
* **Unique possibilities: from stunning brand experiences with emotional color and lighting effects to functional display surfaces for user information**
* **High-quality projection across the entire width of the cockpit**
* **Discreet, space-saving integration of projectors into the headliner or overhead control panel**

Las Vegas, USA. January 5, 2026. At the Consumer Electronics Show (CES) in Las Vegas from January 6 to 9, 2026, AUMOVIO will present its innovative Surface Projection solution, redefining the cockpit user experience. The system uses cutting-edge projection technology to display visual content directly on the cockpit surface.

The technology enables brands to create an unprecedented presence, delivering a dynamic and distinctive in-vehicle experience. Depending on the situation, the large display area can showcase decorative patterns, emotional color and lighting effects, driver information, subtle navigation cues or alerts from driver assistance systems.

“Our projection solution shows how we can shape the in-vehicle user experience of the future. The projection onto the cockpit surface combines decorative elements with functional displays and offers an entirely new way to stage the brand experience inside the vehicle,” says Pavel Prouza, Head of the User Experience (UX) business area at AUMOVIO.

Advanced projection technology, seamlessly integrated

Surface Projection uses compact, high-resolution projectors that are discreetly integrated into the headliner or directly into the overhead control panel to deliver pillar-to-pillar image output across the entire cockpit surface. The system employs up to three miniature projectors combined into a single unit for minimal space requirements. Intelligent software joins the individual projections together seamlessly, creating the illusion of a continuous display.

The technology imposes no special requirements on cockpit surface materials. Dark surfaces, especially those combined with tactile microfiber velour, deliver the best visual results. The system activates automatically at dusk, and thanks to state-of-the-art LED projection technology, power consumption remains minimal.

Leveraging AUMOVIO’s expertise in system integration, this projection technology can be scaled into a compact unit suitable for automotive mass production.

**AUMOVIO at CES 2026**

AUMOVIO will showcase its latest technologies in a private exhibition space in the Central Plaza opposite the Las Vegas Convention Center from Tuesday, January 6, through Friday, January 9. The technology and electronics company offers a wide array of solutions that bring mobility innovations to life. An exclusive, invitation-only media event is scheduled for January 6.

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In September 2025, AUMOVIO officially launched as an independent company, continuing the business of Continental’s former Automotive group sector (including the Contract Manufacturing group sector). The technology and electronics company offers a broad portfolio for safe, exciting, connected and autonomous mobility, including sensor solutions, displays, brake and comfort systems as well as extensive expertise in software, architecture platforms and advanced driver assistance systems for software-defined vehicles. The business areas now operating under AUMOVIO generated sales of €19.6 billion in fiscal 2024. Headquartered in Frankfurt am Main, AUMOVIO has over 86,000 employees at more than 100 locations worldwide.

Images and captions

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| AUMOVIO\_PP\_SurfaceProjection\_Cockpit | The projection surface extends across the entire cockpit. |

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| AUMOVIO\_PP\_SurfaceProjection\_Branding | The visualization options open up a new kind of brand experience – from immersive ambient lighting to intuitive information display. |

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| AUMOVIO\_PP\_SurfaceProjection\_Gradient | Several miniature projectors in the overhead control panel output a seamless, full-width image. |