

AUGMENTED REALITY

---

**NAV DY**



Re-engineering the driver's  
point of view.

AUGMENTED REALITY

---

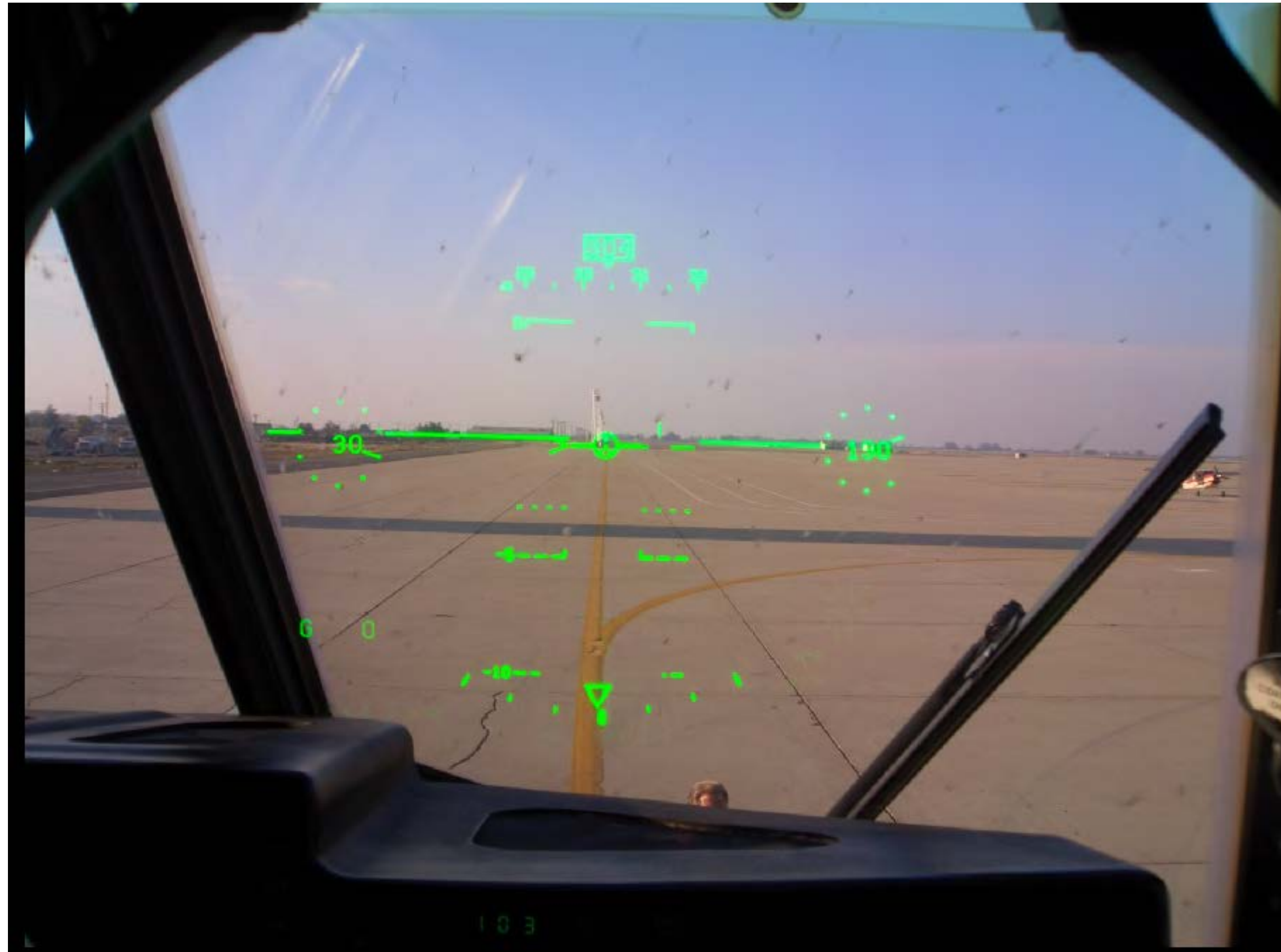
**NAV DY**



# DEFINITION OF HUD

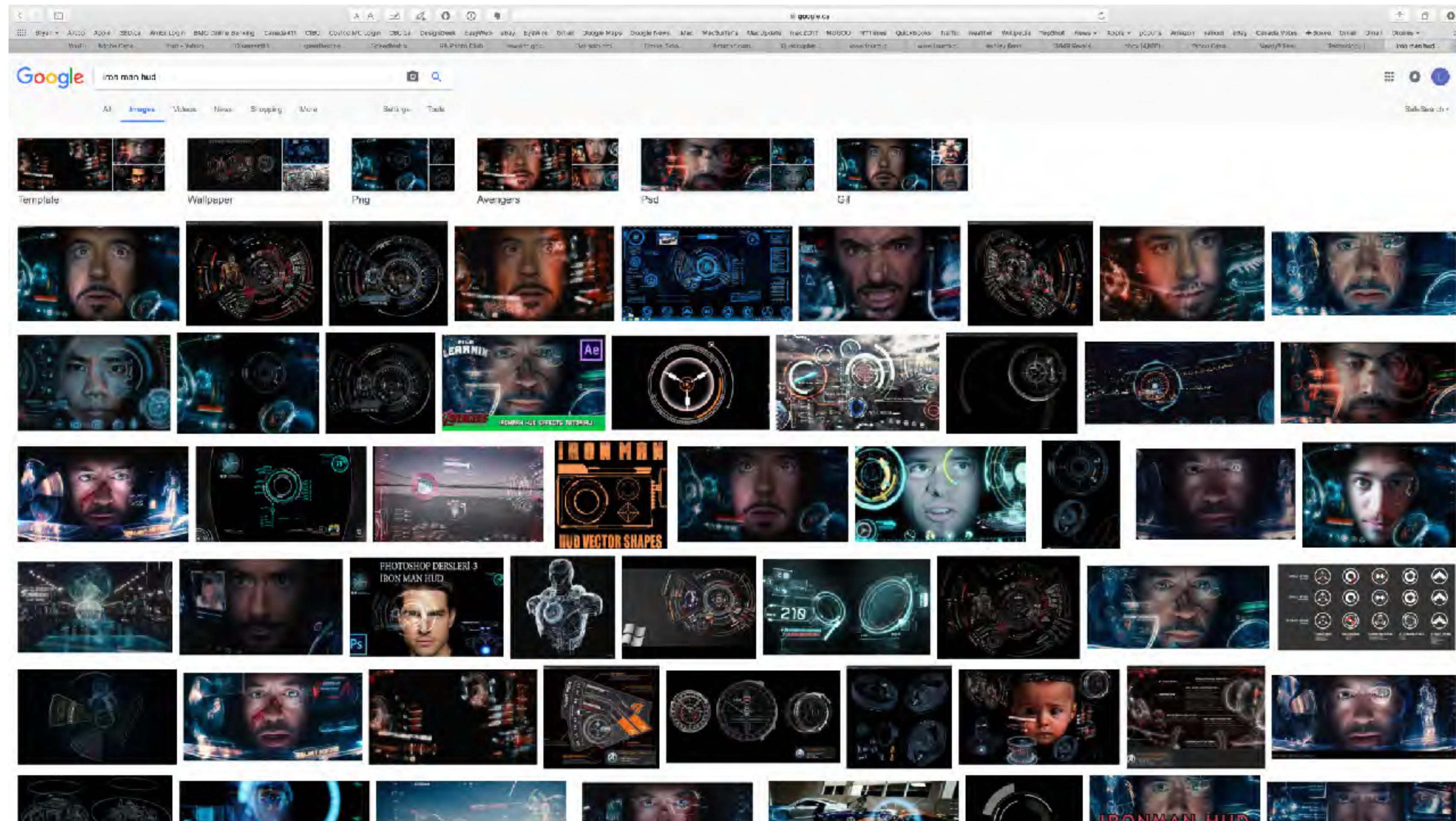
- ▶ A head-up display or heads-up display, also known as a HUD, is any transparent display that presents data without requiring users to look away from their usual viewpoints.
- ▶ The origin of the name stems from a pilot being able to view information with the head positioned "up" and looking forward, instead of angled down looking at lower instruments.
- ▶ A HUD also has the advantage that the pilot's eyes do not need to refocus to view the outside after looking at the optically nearer instruments.
- ▶ Although they were initially developed for military aviation, HUDs are now used in commercial aircraft, automobiles and other, mostly professional applications.

## EXAMPLES OF HUDS

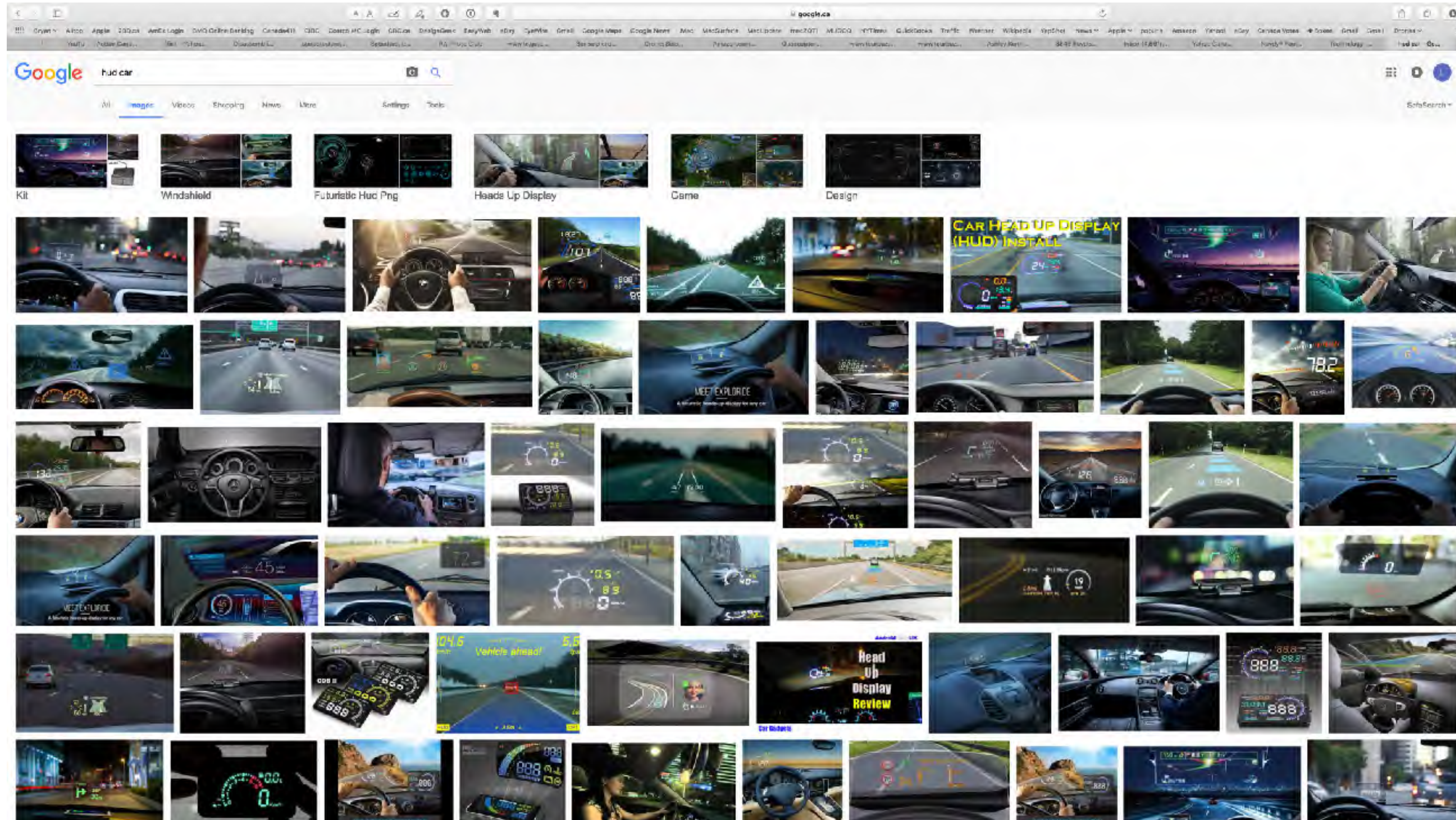


## EXAMPLES MOVIES

### ► Iron Man



## EXAMPLES CARS



## NAVY PROMO

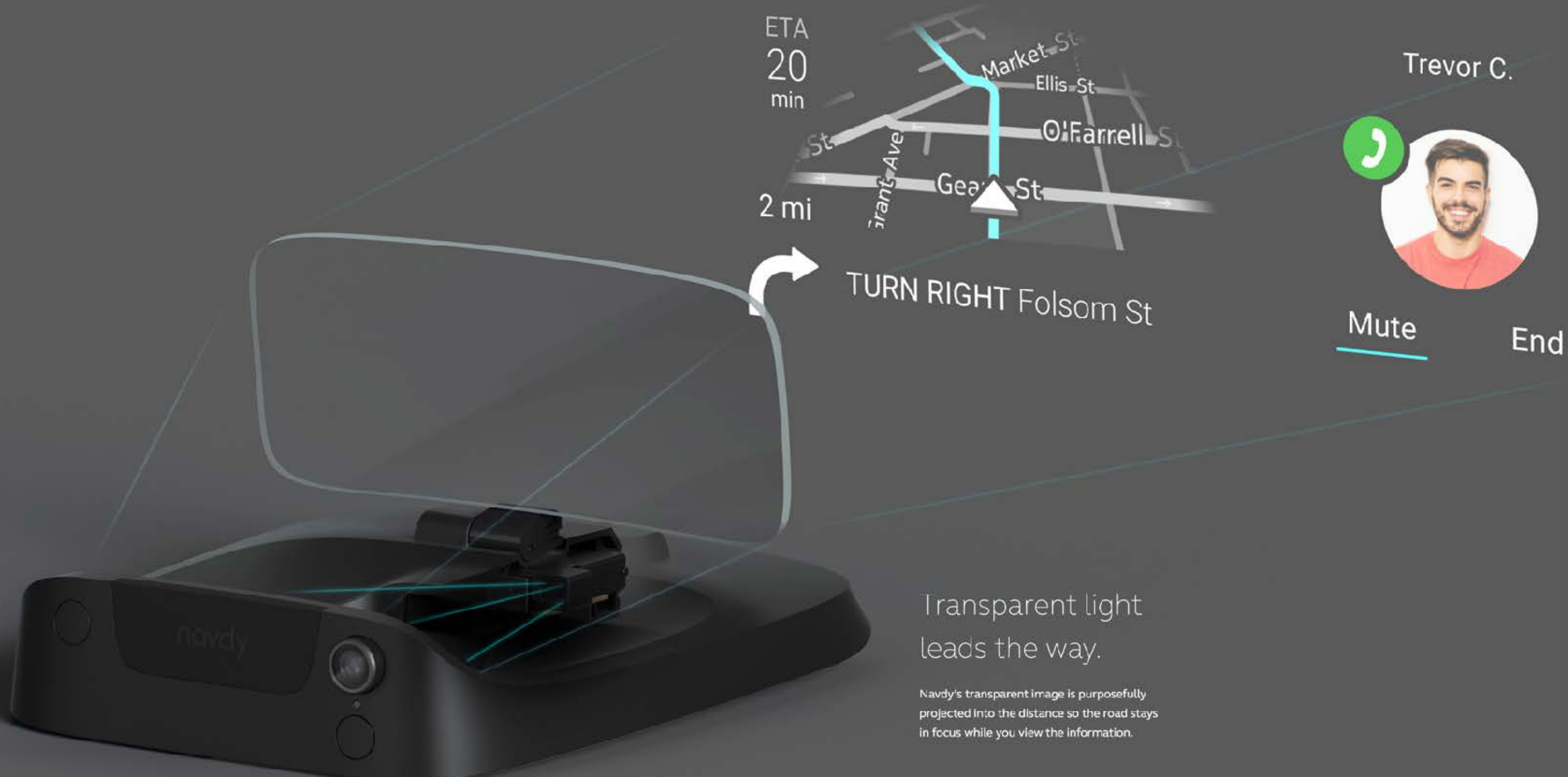
<https://youtu.be/pKL4PJICS40>

## NAVY KEY FEATURES

- ▶ Shows & optionally speaks Turn by Turn navigation instructions in real time
- ▶ Uses Google Maps & Google Search
- ▶ Advanced sensors, accelerometer, gyrometer and GPS geolocates even offline



# NAV DY PROJECTION



ETA  
20  
min

2 mi

TURN RIGHT Folsom St

Trevor C.



Mute

End

Transparent light  
leads the way.

Navdy's transparent image is purposefully projected into the distance so the road stays in focus while you view the information.

# NAV DY DISPLAY



Look Forward.

## NAVY CONTROLS

- ▶ Uses Three controls:
- ▶ Thumb Wheel & Button on steering wheel
- ▶ Voice recognition: i.e. Siri on iOS
- ▶ Gesture controls to accept or reject glances

# NAV DY CONTROLS



# NAV DY DISPLAY



## NAVY FAQS

- ▶ Plugs into cars ODM-II port available on all NA cars since 1996
- ▶ Displays current speed, RPM & fuel economy
- ▶ Detects low fuel and suggests routes to gas stations
- ▶ Works in the car you have

## NAV DY HOW DOES IT WORK?

- ▶ Uses bluetooth:
- ▶ from controller to thumbwheel
- ▶ from iPhone to controller and thumbwheel
- ▶ from iPhone to car
- ▶ <https://www.navdy.com/how-it-works#how-it-works>

# NAV DY FUNCTIONALITY

<https://www.navdy.com/product#driving>