

# **CES 2025: Hyundai Mobis to present Holographic Windshield Display, adaptive interior lighting**

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## The South Korean supplier will be participating at CES for 10 consecutive years

Hyundai Mobis will showcase its vision for the future of mobility at Consumer Electronics Show (CES) 2025, scheduled to be held Jan. 7–10, 2025, at the Las Vegas Convention Center. Among the innovative technologies to be unveiled is the Holographic Windshield Display, a partnership project with German optics company Zeiss, designed to enhance driving visibility through augmented reality.



Source: Gettyimage/toxawww

The Holographic Windshield Display projects essential driving information across the windshield, providing a panoramic experience from the driver to the passenger side. Hyundai Mobis will display this technology in Kia's EV9 for its debut at CES. The South Korean supplier plans to commence mass production of this technology by 2027.

In line with its “Beyond and More” theme, Hyundai Mobis will introduce its “Human Tech” initiative, a suite of technologies designed to bridge the gap between people and technology while enhancing safety and convenience with seamless, adaptive connection. This initiative includes the Human-Centric Interior Lighting technology, which offers an adaptive lighting solution with 32 situational modes to cater to various user needs, such as reducing stress and preventing dismounting hazards.

Additionally, Hyundai Mobis will showcase M.Brain, a brainwave-based system designed to monitor driver attention and provide alerts to prevent distracted driving. The company will give live demonstrations to visitors at its booth allowing them to see M.Brain in action and explore its potential to enhance driver safety.

CES 2025 will be Hyundai Mobis' 10th consecutive appearance at the event, continuing its tradition of presenting cutting-edge mobility innovations and technologies.

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