

Basemark and Distance Technologies collaborate on automotive augmented reality head-up display solution

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The collaboration integrates AR software and 3D lightfield technology, enhancing driver awareness and immersive experiences

Basemark, a company specializing in automotive-grade augmented reality (AR) software, has announced a partnership with Distance Technologies to enhance the development of series production-grade AR and human-machine interface (HMI) applications. Basemark's Rocksolid AR development suite, designed for



Source: Getty Images

automotive processors and operating systems, allows for the rapid design, testing and deployment of immersive driver information systems with production-grade reliability. Distance Technologies is known for its innovations in glasses-free mixed reality (MR) for automotive applications, which transform vehicle windshields into dynamic lightfield displays that align with reality. This technology offers contextual extended reality (XR) visuals, including navigation cues, object overlays and advanced driver assistance systems information, displayed across the entire field of view.

The collaboration between Basemark and Distance Technologies integrates Distance's 3D lightfield technology stack with Basemark's Rocksolid AR software, offering original equipment manufacturers and tier 1 suppliers a ready-to-integrate solution that enhances driver awareness, safety and user experience. This partnership aims to redefine in-vehicle AR by providing a full-windshield experience without the need for glasses, addressing the challenges of a narrow field of view and limited depth perception. Distance Technologies has also joined Basemark's Rocksolid Ecosystem Program, fostering harmony of advanced technologies in vehicular 3D displays.

Tero Sarkkinen, founder and CEO of Basemark, expressed excitement about the collaboration, saying it enables customers to design advanced AR and HMI features for Distance's head-up displays (HUDs) and progress them to series production. Urho Konttori, CEO and co-founder of Distance Technologies, highlighted the synergy between its optical innovations and Basemark's AR software, aiming to deliver safer, more immersive driving experiences with AI-enhanced 3D technology.

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CONTACTS

The Americas

+1 877 863 1306

Europe, Middle East & Africa

+44 20 7176 1234

Asia-Pacific

+852 2533 3565

www.spglobal.com/mobility

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