

Can You See Me Now? Hudly Unveils Breakthrough Heads-Up Display to Curb Distracted Driving

Hudly's innovative display projects drivers' favorite mobile apps directly onto the windshield to keep eyes on the road

San Francisco, CA – (August 18, 2016) Heads-up display startup Hudly announced today the launch of its Kickstarter campaign for its latest breakthrough technology to curb distracted driving. Hudly is seeking \$100,000 in funding to bring to market its first automotive heads-up display (HUD).

Inspired by aviation technology, Hudly projects a driver's phone contents onto a transparent screen attached to the car's windshield. The result is a floating full-color image in the driver's line of sight, useful when the driver is following GPS instructions or receiving notifications. Features include a light sensitivity sensor that adjusts automatically to improve clarity and reduce glare.

"In today's connected world, drivers face increased distractions from phones and apps, resulting in at best – distracted drivers, and at worst – accidents or fatalities. We created our device so drivers are able to view information with their head up instead of angled down." said Hudly founder, Eric Lee.

Hudly hopes to lead an automotive heads-up display industry where one company has already received millions in pre-orders and over \$25 million in funding. Unlike other displays, Hudly is an open platform and is compatible with all phone applications, allowing flexibility in the apps drivers project. It is compatible with all cars manufactured after 1996 and connects via the vehicle's diagnostics port (OBD2) or cigarette adapter.

This is important as built in heads-up displays are still limited to new, high-end luxury cars. Even as heads-up displays continue to gain popularity among auto manufacturers, only 2% of vehicles sold globally were equipped with a built-in display according to a 2012 IHS Automotive report.

"Accessibility is one of our biggest priorities," said Lee. "Everyday consumers are seeking a solution that's easy to use and works with all their favorite applications."

The product, which is compatible with iPhone 4+ and Androids with MHL compatibility, will be shipped in December 2016. For more information and to contribute to Hudly's Kickstarter campaign, head to gethudly.com.

About Hudly

Hudly is a Silicon Valley start-up whose employees were born with motor oil in their veins. Their passion has led to the development of Hudly, an automotive heads-up display (HUD) inspired by aviation technology. Hudly projects a floating full-color image onto the car's windshield, directly in the driver's line of sight. Hudly is the safest (and coolest) way for users to use all of their favorite driving apps. Get Hudly and drive like pilots fly. For more information, please visit <http://www.gethudly.com>

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