

# HUDWAY

Hardware and software solutions  
to enhance driving safety and  
comfort behind the wheel



# HUDWAY

- 7 years on the market
- 7 aftermarket HUDs released
- 5M+ app downloads
- 80K+ devices sold World Wide
- 35 employees in 4 countries

Core competencies:

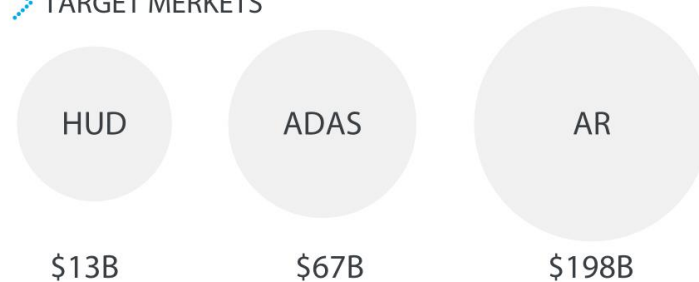
- Hardware / Software development
- R&D, Industrial Design, UX / UI
- Prototyping and testing
- Mass production organization
- Distribution and implementation
- Customer care in 5 languages



# Smart-based ADAS and Head-Up Display B2B solutions by **HUDWAY**

ADAS software and hardware products developed by Hudway prevent distracting while driving, bring advanced futuristic options (hi-end vehicles standard) to any modern vehicle/feet at a fraction of the price.

## TARGET MERKETS



## Existing solutions

3-5 Years

High

\$1000+

Car, phone

Low

Premium

## VS

Time to market



Complexity



Cost



Integration



Adaptability



Segments

## HUDWAY solutions

6-12 Months

Low

\$200+

Wide range

High

Low/Mid



# Opportunities for B2B collaboration

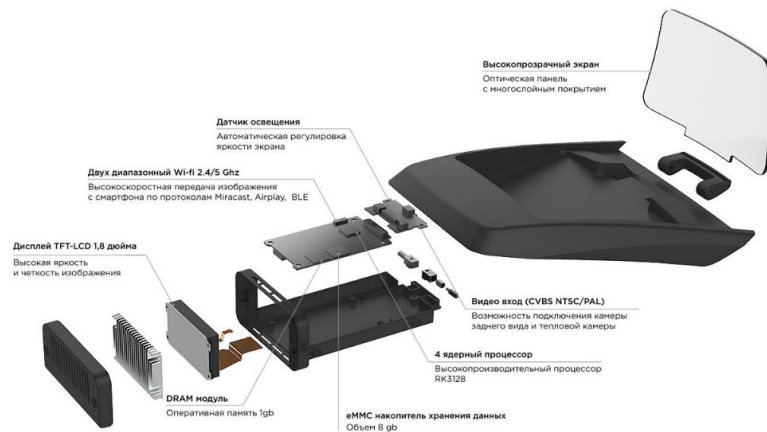


## HUDWAY Drive

A portable heads-up display (HUD) unit that operates as a windshield projector and uses Bluetooth to wirelessly bring information, notifications, or screen contents from the smartphone to the driver's line of sight.







## STOFOX – Solution for Lada Vesta

The complex built-in solution that turns a mid segment car into a smart vehicle includes a Head-up display, Electrically driven rear drive axle, Side and rear cameras, Infrared camera. A comprehensive ADAS solution for enhancing driving safety.

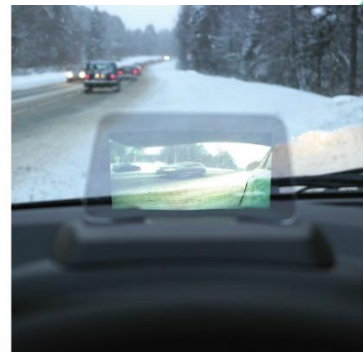
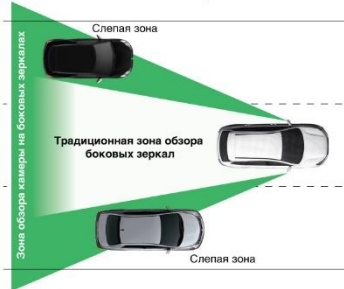
### Инфракрасная камера Night Vision

Покажет вам объекты в условиях плохой видимости на расстоянии до 450 метров

### Проекционный дисплей HUDWAY

В вашей Lada Vesta будет легче следить за дорогой

Камера увеличивает поле зрения на 200% по сравнению с традиционными боковыми зеркалами



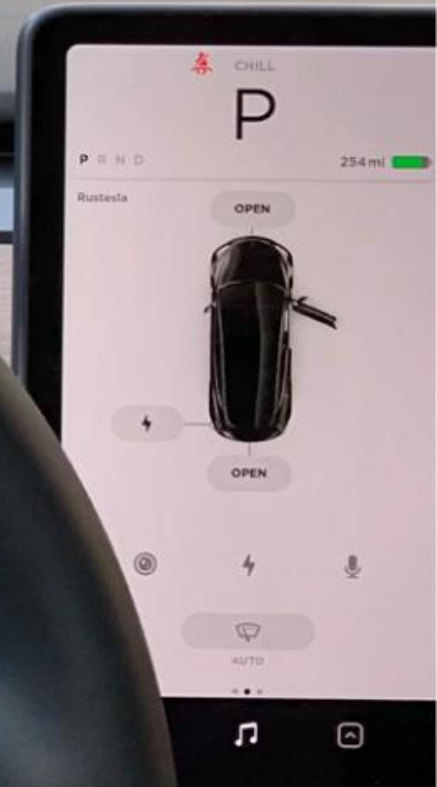
### 4x4 в вашей Lada Vesta

Почувствуйте себя уверенно на бездорожье с гибридным электроприводом заднего моста



## HUDWAY Drive Tesla Edition

A HUDWAY Drive custom modification designed specially for Tesla Model 3 and Model Y. Custom body design helps to merge the device with the Tesla dashboard, this version featured with automatic lens opening.







## Police HUD

Police departments companies seek for minimizing accidents, cutting insurance costs, and minimise the distraction of the officer behind the wheel. In progress: pilot project with the police department of Georgia (US) to bring HUDs to the vehicles on duty.



# ...0058

TYPE 45  
PR 1



00:00:21



**TOM: MALE, INDIAN, 6' 120LB.,  
YELLO HAIR, BLUE EYES AGE 31**



## HUDWAY Sight

Compact and lightweight wearable kit for mounting on any helmet. Allows viewing the information from the connected smartphone in AR mode — with projection focused into infinity.

We run projects with ...



RENAULT



KAMAZ



CITROËN

VUZIX Remote Assist



FIXD



LADA

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