



# Ceres HoloFlekt® Technology

## For holograph-enabled transparent displays

Ceres ground-breaking HoloFlekt® technology overcomes all the traditional barriers to repeatable, reliable hologram recording, and high-volume production of Holographic Optical Elements (HOEs), enabling configurable high performance transparent displays for both automotive and industrial applications.

Seamlessly embedded into a windshield, our precision engineered HOEs are paired with an LED-based projector system discreetly, and cost-effectively, integrated in the vehicle's cabin, making this innovative solution suitable for mass adoption. HoloFlekt® technology can transform any windshield or other glass structure into an ultra-bright, full color and compact Heads-Up Display, where safety, operational, navigation and infotainment content can all be shown in a clear and non-distractive manner regardless of external light conditions.

## Key features

- Ultra-bright (20,000+ Nits), easily meets automotive standards
- Fully transparent in all light conditions
- Full RGB color enabling display of all types of content
- Robust, compact form factor, light weight and low cost
- Flexible configurable geometry
- Works even on vertical or near vertical glass



























## Applications

- Automotive
- Delivery vehicles
- Agricultural vehicles
- Construction vehicles
- Public Transport
- Aerospace

## Benefits

- No active components embedded in the glass
- Minimum space take-up in cabin
- System is economically viable for mass production
- Flexible screen and projector placement for cabin design options
- Quick turnaround on design iterations
- Keeps you informed but not distracted

## Vehicle display technology comparison

	Ceres HoloFlekt®	LCD/OLED	Other potential projection technologies
Suitability as Head Up Display			
Suitability for all vehicle types			
Transparency			
Brightness			
Full RGB color			
Pillar-to-pillar display			
Weight / robustness / power consumption			
System cost			

## Contact us

**Graeme Gordon**  
 Commercial Director  
 Mobile: +44 (0)7951 813880  
 Telephone: +44 (0)1334 230564  
[graeme.gordon@ceresholographics.com](mailto:graeme.gordon@ceresholographics.com)  
[www.ceresholographics.com](http://www.ceresholographics.com)



## About Ceres

Headquartered in Livingston, Scotland, Ceres Holographics uses its proprietary technology to design, digitally master, and replicate next-generation Holographic Optical Elements (HOEs) for new transparent display (TD) and augmented reality systems. With extensive knowledge of holographic photopolymer films and in-house expertise in photonics and light-guiding, Ceres works with partners and customers to deliver precision-engineered, thin-film HOEs enabling mass-market display applications in automotive, transportation, aerospace and wearable technology.