

NEWS RELEASE

2 August 2021
Nippon Sheet Glass Co., Ltd.

NSG Technology Features the World's First Full Augmented Reality Head Up Display for an Automotive Bestseller in the Luxury Class

The NSG Group is proud to announce that they have been selected by Mercedes-Benz AG to showcase their Augmented Reality Head Up Display technology on the all-new Mercedes-Benz S-Class model.

The NSG Group was able to introduce the pinnacle of automotive glass technology with the world's first Head Up Display powered by Augmented Reality (AR). Through our trusted development-partner relationship, NSG was selected to help make this advanced technology a reality. The complex AR-HUD utilizes an enhanced version of NSG's proprietary Advanced Press Bending (*1) technology that provides world-class display image quality.



2021 Mercedes-Benz S-Class
Photo courtesy of Mercedes-Benz AG via Daimler Media Site

Reference video: Meet the S-Class DIGITAL

The scene of AR-HUD appears from 00:11:28 of the video

<https://media.mercedes-benz.com/s-class?video=3cf9cf47-17ae-4c80-9787-58e509fede88>

As an additional innovation, solar reflecting technology that de-ices the windscreen using invisible heating was developed to work in tandem with the Augmented Reality display. This will allow a high content of solar reflecting technology to extend through to the rear of the vehicle providing ultimate passenger comfort.

NSG's continuous investment in advanced glass technologies have positioned the group to respond to expanding customer needs generated by the rapidly advancing technology for driving assistance systems. The launch of the all-new Mercedes-Benz S-Class model is just one example of NSG Group's global effort to meet current and future customer demands in the automotive glass market.

About the NSG Group (Nippon Sheet Glass Co., Ltd. and its group companies)

The NSG Group is the world's leading supplier of glass and glazing systems in the business areas of Architectural, Automotive and Creative Technology.

Architectural manufactures and supplies architectural glass as well as glass for the solar energy and other sectors.

Automotive serves the original equipment (OE) and aftermarket replacement (AGR) glazing markets.

Creative Technology comprises several discrete businesses, including lenses and light guides for printers and scanners, and specialty glass fiber products such as glass cord for timing belts and glass flake. <https://www.nsg.com>

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*1: Press bending: It is a type of glass-shaping process, in which heated glass is pressed in a mold sheet by sheet. Compared to sag bending where glass is shaped on a mold by its own weight, press-bending is more suitable for windshields demanding a complex three-dimensional shape which perfectly and accurately replicates the vehicle makers' design.