

# Adding thrill to every ride

Reinventing Infotainment  
holoride @SXSW Pitch 2021

Munich | March 2021



holoride

## Carmakers are kings of product placement deals



Cars have always been an essential part of entertainment

1/10

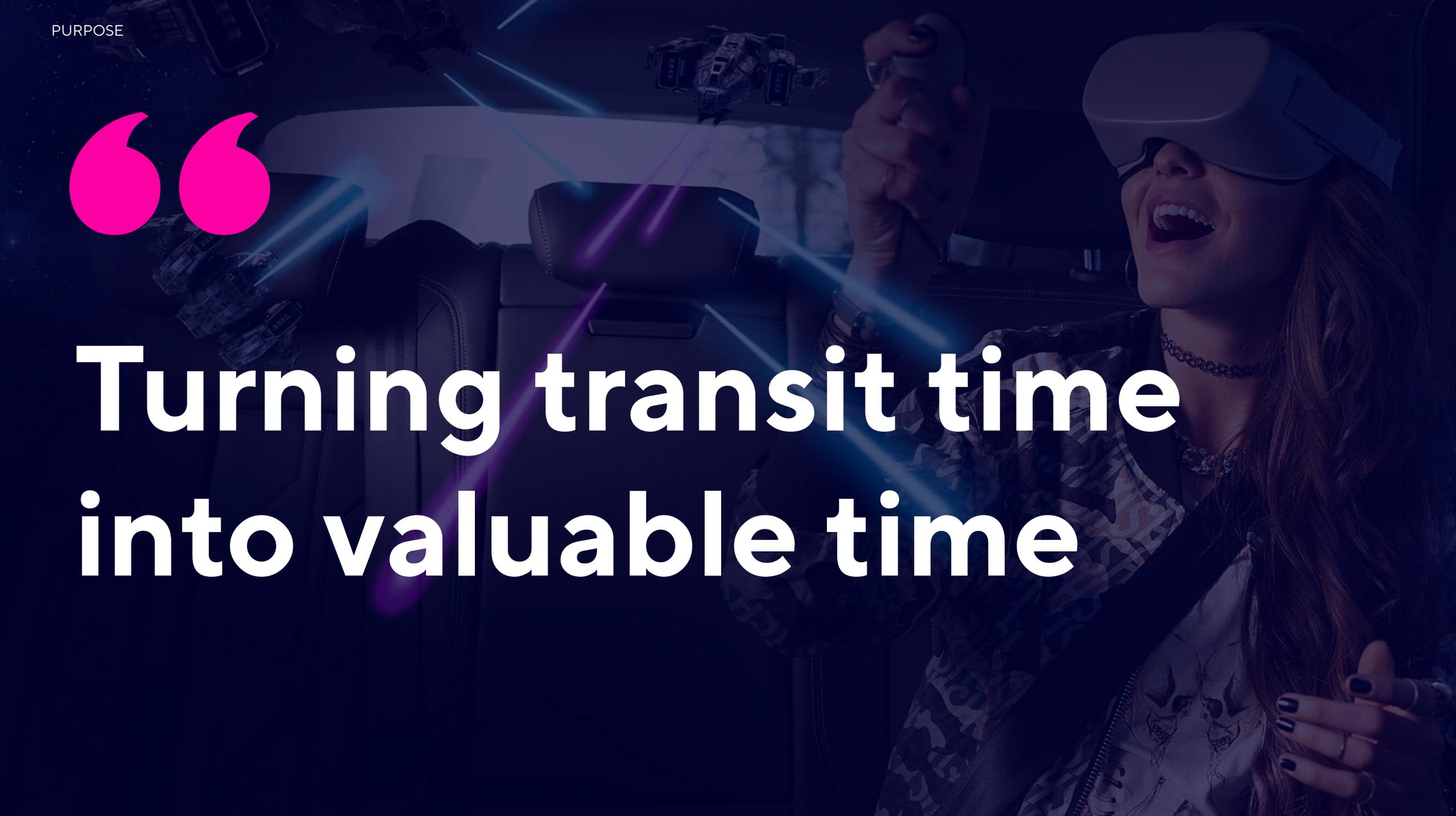
This summer, [Robert Downey Jr.'s "Iron Man"](#) alter ego, Tony Stark, drives a sleek Audi R8 sports car. [Audi](#) had signed on to spend big bucks promoting the movie with advertising and a web site -- not to mention lending the production a lot of cars (including two R8s that were wrecked). (Paramount Pictures)



**...but entertainment  
never really made it  
into cars**



**Turning transit time  
into valuable time**



**400 billion**  
**hours per year**

**335 hours**  
**per person**

**50%**  
**suffer from**  
**motion sickness**



DRIVING THE NEXT GENERATION OF IN-CAR EXPERIENCES

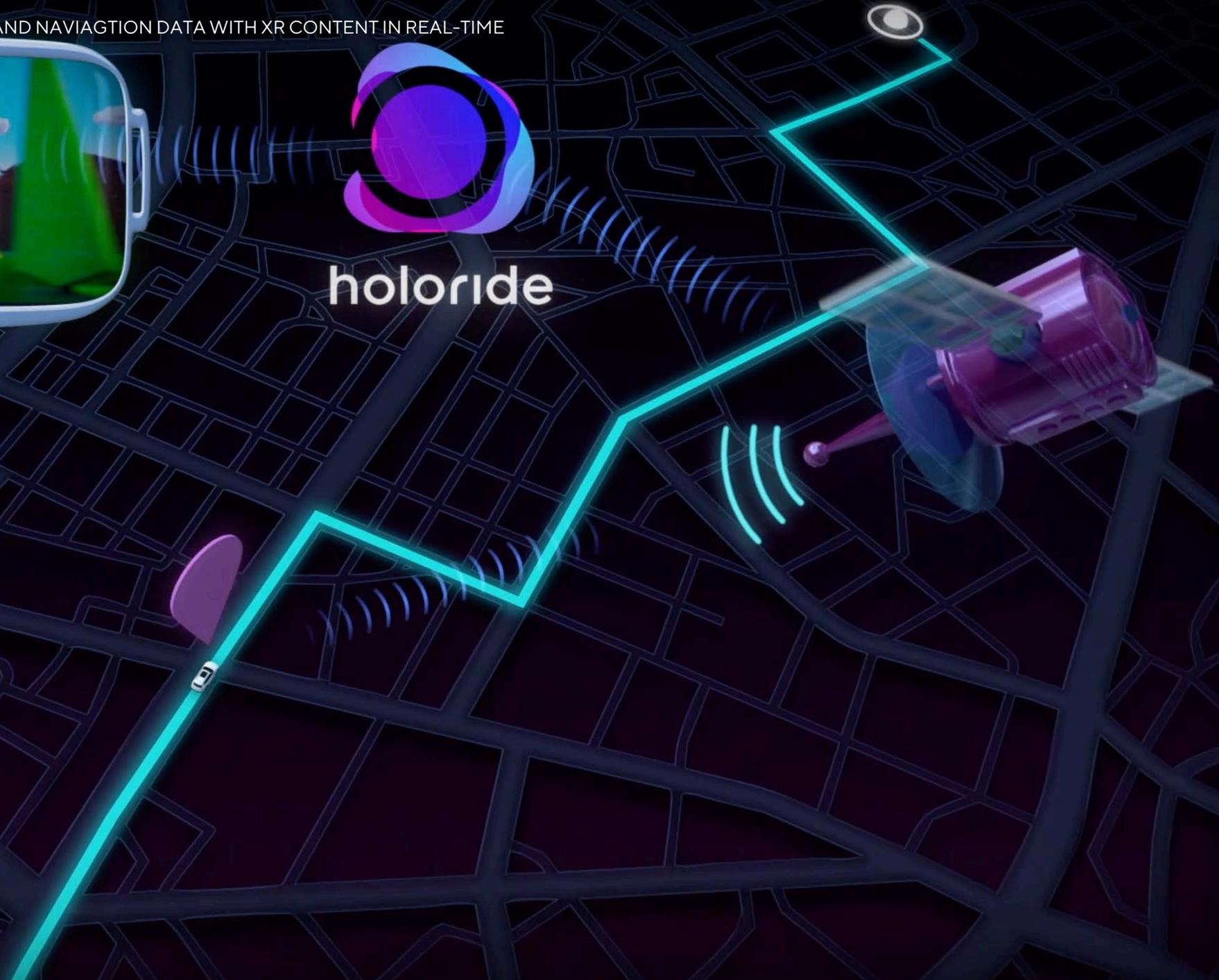
# The Future of In-Car Entertainment

A woman with long brown hair is wearing a VR headset and holding a VR controller, smiling broadly. She is sitting in the driver's seat of a car. The background is a dark, futuristic space scene with a large spaceship and several smaller spacecraft. Blue and purple laser beams are shooting across the scene. The text "The Future of In-Car Entertainment" is overlaid in large white letters.

THE holoride TECHNOLOGY FUSES MOTION AND NAVIAGTION DATA WITH XR CONTENT IN REAL-TIME



holoride



# holoride ELASTIC SOFTWARE DEVELOPMENT KIT

LowPolyDinosaurs - SampleScene - Android - Unity 2019.3.6f1\* <DX11>

File Edit Assets GameObject Component Pvt\_UnitySDK PolyPerfect Holoride Window Help

Scene Game Asset Store Android Logcat

Shaded 20

Inspector

TerrainGenerator

Tag Untagged Layer Default

Transform

Position	X: 0	Y: 0	Z: 0
Rotation	X: 0	Y: 0	Z: 0
Scale	X: 1	Y: 1	Z: 1

TerrainGenerator

Dependencies

- Shared Pivot: HoloridePlayer (SharedGeoCoordinate)
- Parent: TerrainGenerator
- Generation Origin: HoloridePlayer (Transform)
- Terrain Compositing: Terrain Compositing (TerrainCompositing)
- Terrain Material: Gerrit

Optional Dependencies

Route: None (Route)

Generation Behavior

- Spawns Only:
- Auto Generate:
- Auto Update:

Destroy Terrain

Terrain Dimensions

Extent	3000
Min Height	-300
Max Height	600
Height Offset	-6

Quality and Performance

Terrain Resolution	128
Height Upload Chunk Count	32
Texture Weightmap Upload Chunk Count	64
Heightmap Pixel Error	1
Base Map Resolution	64
Basemap Distance	600
Draw Instanced	<input checked="" type="checkbox"/>

GameObject Layers

Terrain GO Layer	10
Disabled Collision GO Layer	11

Update Behavior

- Blend Margin: 0.1
- Shift Towards Unity Origin:
- Shift Generation Origin:
- Shift all children of following transforms: List is Empty

Events

- On Generation Started ()
- On Generation Finished ()
- On Update Started ()

Project Console

Clear Collapse Clear on Play Clear on Build Error Pause Editor

holoride Graph - New Holo...

THERE IS NO LIMIT WHERE A CAR CAN TAKE YOU





PORSCHE



Disney



Discovery

THE TEAM



**Nils**  
CEO & co-founder



**Daniel**  
CTO & co-founder



**Marcus**  
CXO & co-founder



**Catharina**  
Director People & Culture



**Jakob**  
Senior Software Engineer



**Patrick**  
Director Product Design



**Santino**  
Director Finance



**Rudi**  
Sen. Marketing & Comms. Mgr.



**Marvin**  
Game Engineer



**Natalia**  
Senior UI/UX Designer



**Steve**  
Senior 3D Generalist



**Natalie**  
Senior Project Manager



**Ozan**  
Game Engineer



**Simona**  
Lead Engineer Localization



**Gerrit**  
Senior Software Engineer



**Michael**  
Senior Engineer



**Andreas**  
Senior Software Engineer



**Muege**  
Junior Software Engineer



**Frieder**  
Working Student



**Florian**  
Senior Software Engineer



**Bommel** 🐾  
Chief Paw Officer

**Dirk Ahlborn**  
Founder & Chairman  
Hyperloop TT  
HYPERLOOPTT

**Palmer Luckey**  
Founder Oculus VR  
(Facebook)  
oculus

**Anthony & Joe Russo**  
Directors of Marvel Avengers:  
Infinity War & Endgame

**Thomas Alt**  
Founder & CEO Metaio AR  
(Apple)  
metaio  



**Kathleen Cohen**  
Tech Humanist, The Collaboratorium



**Todd Makurath**  
Founder & Chairman  
AGBO

**Greg Castle**  
Founder Anorak Ventures



REALITY BECOMES PART OF THE GAME





# Are you ready?

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