



# NanoAR

Glasses-Free AR Display Technology  
Methods for New Digital Signage



## Evolution of Displays



The ideal display produces Full Light Field Reconstruction, duplicating the light field of an object.



CRT



LCD/OLED



VR/AR



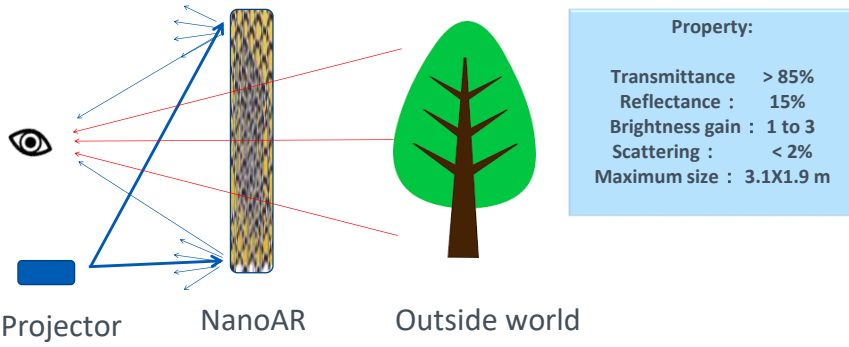
Hologram displays  
Volumetric Displays



Full Light Field  
Reconstruction



# NanoAR Technical Principle



NanoAR is a disruptive Nano-optic technology that only selectively reflects/scatters light from a Projector, in the meantime is fully transparent for the light passing through from the opposite side. It can overlap a vivid projected image with a real world view.



## Applications 1 – Attract Customers



Demo Video



Digital Signage & Advertisement



Dynamic Storefront Displays



“Humannequin” or Mirrored “Try it On” Experience



Merge of eComm & Physical Store – ARcomm



Confidential

## Applications 2 – AR Product Presenting

3D Demo Video



Digital Signage & Advertisement



Dynamic Storefront Displays



"Humannequin" or Mirrored "Try it On" Experience



Merge of eComm & Physical Store – ARcomm

NanoAR  
PRESENTATION



## Applications others – HUD & See-Through Displays

Full Windshield Head Up Display



Safety



Comfort



Entertainment communication in self-driving auto



Provide human machine interface in Internet of Vehicles (IOV)

NanoAR  
PRESENTATION



## Applications others – Light-field 3D Display



A 3D Display without the glasses  
(full light field reconstruction)



A display that duplicates the  
light field of the object

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## Contact and more information



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