



press release

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## The World's First Holographic Navigation System Arrives for U.S. Drivers

- **New innovations in virtual navigation and smart tracking powered by WayRay and Orange Business Services**

The United States is the first commercial market to receive two innovative telematics devices that apply aerospace technology to land navigation. **WayRay Navion** is an augmented reality navigation system that projects holographic GPS imagery and driver notifications onto the windshield of a car, a first-of-its-kind for the automobile aftermarket. **WayRay Element** is a smart tracker that can be plugged into the diagnostics port of any automobile for monitoring driver performance, safety and fuel efficiency. The solutions arrive courtesy of [WayRay](#), a Swiss startup dedicated to the advancement of connected car telematics, and [Orange Business Services](#), a B2B global telecom operator and IT solutions integrator.

Orange Business Services is supplying wireless connectivity and service management across WayRay's entire U.S. fleet. This allows cars employing WayRay Navion and WayRay Element to receive, send, track and display data. The scope of Orange's international network ensures 24/7 access and quality of service anywhere in the U.S. with an option that would allow WayRay to easily expand to other regions of the world, such as Asia and Europe.

"These devices represent a giant leap forward in the concept of the connected car," said Vitaly Ponomarev, Founder & CEO of WayRay. "We've adapted cutting-edge aerospace R&D in augmented reality and analytics into easy-to-use commercial devices, and thanks to Orange Business Services we can cover any automobile in the United States. This is real innovation that can change the way cars are driven in the U.S., save lives and bring us one step closer to self-driving automobiles."

[WayRay Navion](#) for the first time brings true augmented reality to driving without the need of clunky eyewear or headgear that could impair one's field of vision. A small mini projector that fits on top of any dashboard overlays a holographic image over the windshield of the car. The image overlays the real road with the virtual route line — it helps drivers not to refocus their eyes to the windshield or to be distracted by looking to their embedded GPS. The device utilizes gesture and voice control for an effortless driving experience.

[WayRay Element](#) is essentially a "wearable for your car." It plugs into the on-board diagnostics (OBD) connector of any car model after 1992 to track driver performance, trip history, costs, fuel usage, location and the overall health of the automobile. This information is all visualized and made accessible through one's smartphone, tablet or PC. Built into the device is an automated driving coach



app that analyzes the data to offer steps for improving driving skills.

“Orange Business Services’ extensive telecommunications infrastructure and M2M expertise have enabled WayRay to provide its connected car innovations to U.S. drivers,” said Anne-Sophie Lotgering, senior vice president, Europe, Russia & CIS at Orange Business Services. “We are proud to be pioneering with WayRay technology that redefines the driving experience.”

Orange Business Services has proven expertise in the connected car market, providing fixed and mobile connectivity to leading automobile manufacturers and providers, such as [Tesla Motors](#), [Renault Group](#) and [PSA Peugeot Citroën](#). Orange’s connected car solutions combine safety, navigation, entertainment and travel ease into a rich, comprehensive experience for the driver.

Click [here](#) for an infographic from Orange Business Services on connected cars. It contains statistics on adoption, cost-savings and travel efficiency.

Click [here](#) for screenshots and high-resolution images of WayRay Navion and WayRay Element.

#### About WayRay

WayRay, Inc., was founded by Vitaly Ponomarev in 2012. In just two years of development, WayRay has emerged as a premier developer in the connected car space by applying aerospace technology to land navigation. Increasing roadway safety inspired WayRay to create devices that reduce accidents while enhancing what the driving experience can be — now and in the future.

WayRay is headquartered in Switzerland with offices in Moscow, San Francisco and China.

#### About Orange Business Services

Orange Business Services, the Orange branch dedicated to B2B services, is not only a telecom operator, but also an IT solutions integrator and applications developer in France and around the world. Its 20,000 employees support companies in all areas of their digital transformation: mobile and collaborative workspaces; IT/cloud infrastructure; fixed and mobile connectivity; private and hybrid networks; applications for Internet of Things, 360° customer experience and Big Data analytics; and cybersecurity thanks to dedicated experts and infrastructure to protect information systems. More than 3,000 multinational organizations and 2 million SOHOs, enterprises and local authorities in France rely on Orange Business Services as their trusted partner.

Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world’s leading telecommunications operators with annual sales of 39 billion euros in 2014 and has 157,000 employees worldwide at 30 September 2015. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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