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## Immersive Driving Experience with AR Head-Up Display (HUD)

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AR Head-Up Display (HUD) technology can help drivers with a safer and more comfortable and enjoyable driving experience. It can provide 'immersive entertainment' and protection for human wellbeing in the autonomous cars of the future. This talk will introduce the history and development of HUD and the latest progress of AR HUD.



**Short Bio:**

**Daping Chu** holds the Chair of Technology and Innovation at University of Cambridge, and he is also the Director of the Cambridge Centre for Photonic Devices and Sensors (CPDS). His research interests include 3D holography and AR HMDs and HUDs