
holoride
Press kit

holoride –
adding thrill to every ride

As a pioneer in in-car entertainment, holoride has set out to make transit time count. By leveraging XR technology with motion and location data from a moving vehicle in real-time, it creates exciting, borderless, and immersive experiences. The innovative motion synchronization software enables a new transformative passenger experience while reducing symptoms of motion sickness.

holoride's retrofit solution, a smart speaker-sized device, brings the company's content platform to any vehicle – regardless of the model, make, or year. The technology is also available in a wide range of Audi series vehicles.

RIDE, the company's utility token, is powered by blockchain technology and sits at the heart of holoride's content ecosystem. It aims to supercharge the connection between holoride users, creators, and business partners by providing additional benefits and enhanced user engagement.

holoride has offices in Munich and Los Angeles and was founded in 2018.
Learn more at holoride.com.



Purpose

Making transit time count. We believe that time is the most precious resource—and commuting shouldn't waste it. With holoride, transit time becomes valuable time that makes people on the go smarter, happier, and even more productive.

Vision

Turning vehicles into moving theme parks. The joy of letting go and being drawn into a new world is something that people of all ages share. That's why the "moving theme park" is the perfect metaphor for what we want to achieve: a mesmerizing environment.

Mission

Adding thrill to every ride. We are bringing a new media category to the world: Elastic Content. It links extended reality with real-time motion data to create immersive, adaptive, and—if desired—shared experiences that are never the same twice.

holoride ecosystem

holoride's platform connects car manufacturers with content creators and passengers, providing the necessary web services, tutorials, and documentation and thus enables a seamless infrastructure for immersive passenger experiences .

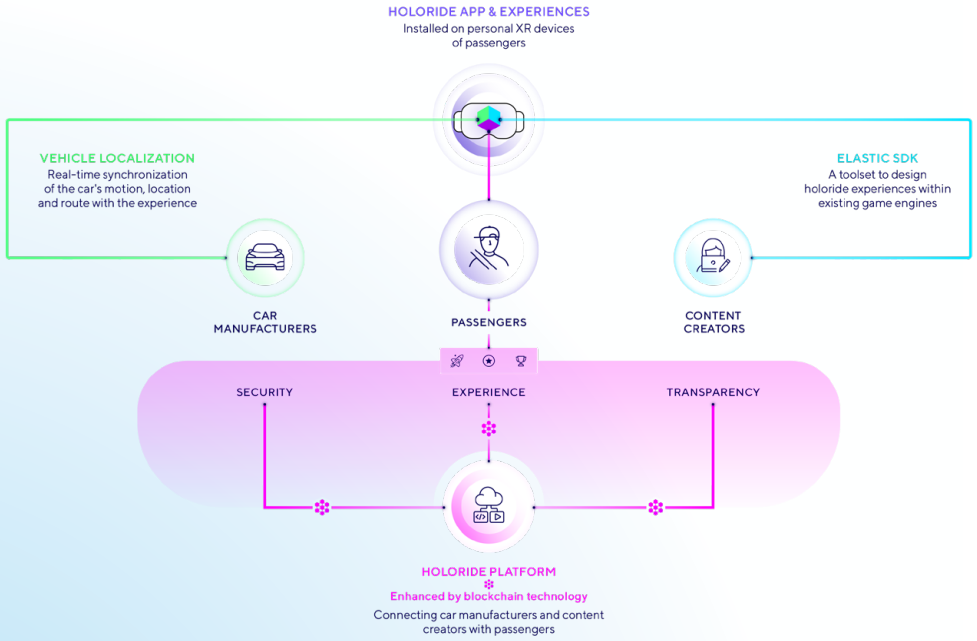
Elastic SDK (Software Development Kit)
A toolset to design, test, and deliver holoride experiences with existing game engines, developed in close collaboration with leading games studios.

holoride app & experiences
Application that runs on the personal device of passengers for user authentication and content browsing. It also connects the car with the vehicle localization software and content.

Vehicle localization
Real-time synchronization of the car's motion, location, and route with the experience. It's autonomous driving software modified for media use cases.

Blockchain technology
holoride enhances its platform and content offering with blockchain technology, to ensure the integrity and transparency of usage data (e.g., for a fair usage-time-based compensation model for all ecosystem partners), increased security (e.g., to comply with automotive standards), and improved experience quality (e.g., personalization, rewards, etc.).

RIDE token
holoride's token, RIDE, is built on top of the proprietary core technology provided by holoride GmbH. The RIDE token is issued by holoride AG, Liechtenstein, and aims to supercharge holoride's in-experience economy by creating sustainable engagement value for passengers. Furthermore, the RIDE token will power holoride's partner network, enabling its participants to capture the value created.



Product

The holoride retrofit makes every car holoride-ready. Passengers can connect up to two VR headsets to one retrofit. Regardless of brand, model or year, the retrofit can be used in any car to enjoy in-car VR experiences.*

The retrofit contains a GPS sensor which is used for the localization as well as Bluetooth connectivity to transfer all relevant data to the headset. The device has a rechargeable lithium-ion battery and a runtime of up to 14 hours.

The holoride retrofit pack includes:

- holoride retrofit device
- 3-month holoride subscription
- HTC VIVE Flow VR headset
- 8BitDo Pro 2 Gamepad
- Saftey Strap

The retrofit pack has a price of EUR/USD 699,00. Find more information in the shop.

holoride is currently available in Germany and the US (as of April 2023).



*The retrofit solution is not required for the latest Audi models, incl. (A4, A5, A6, A7, A8, Q5, Q7, Q8, Q8 e-tron, Q8 e-tron Sportback, e-tron GT), as the technology is included in series vehicles with the MIB3 software cluster. Learn more about the compatibility and vehicle requirements here.



Meet the founders

In 2015, the idea of creating immersive in-car XR experiences was initiated within the Autonomous Driving and Digital Business units at Audi. At the end of 2018, holoride spun out of the premium German car manufacturer, still with the vision to develop the future of in-vehicle experiences as an independent and manufacturer-agnostic tech venture, to make transit time count.

Nils Wollny

Co-founder & CEO

Nils' passion for mobility and entertainment led him to co-found holoride in 2018. With his extensive background in digital business and innovation, in 2018 German Automobilwoche acknowledged Nils as a "40 under 40" high-potential managers. Additionally, he was named a "Rising Star" for 2020 by Automotive News Europe.

Prior to co-founding holoride, Nils led one of Europe's leading digital agencies as Managing Director before joining Audi as Head of Digital Business, where he was responsible for digital services and platforms.

Daniel Profendiner

Co-founder & Director Advanced Technology

Daniel Profendiner brings over ten years of experience in programming and concept development to his current role as Director of Advanced Development for holoride.

Marcus Kuehne

Co-founder & Director Intellectual Property

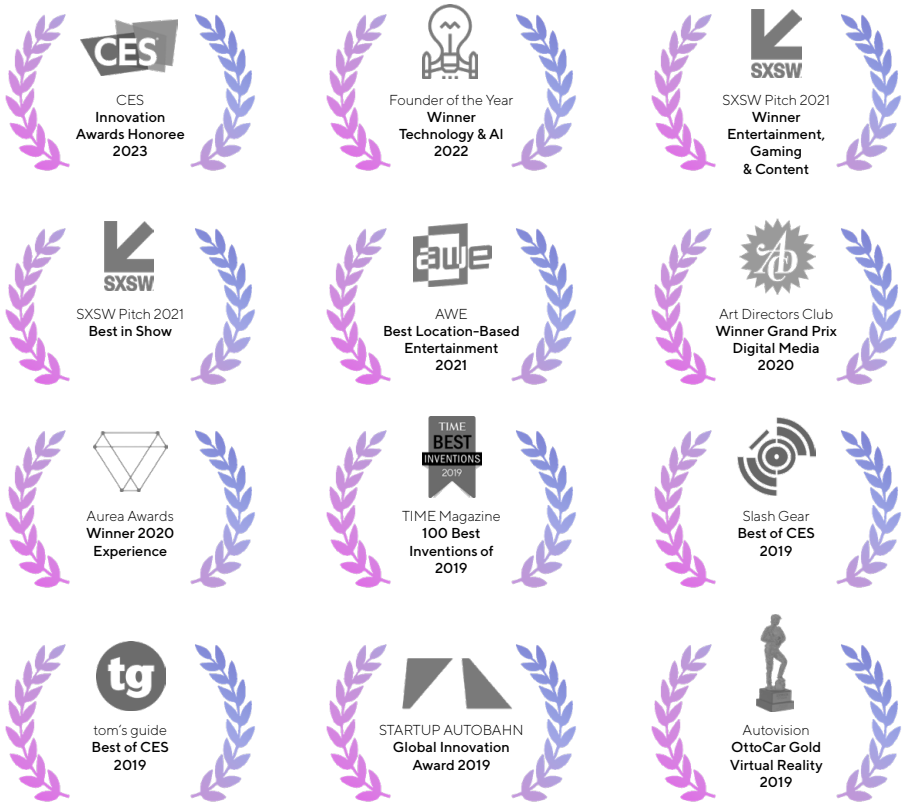
Marcus Kuehne brings almost 20 years of experience in product marketing, development and strategy to his current role as Director Intellectual Property of holoride.



(from left): Daniel Profendiner, Marcus Kuehne, Nils Wollny.

Awards & recognition

Over the past few years, holoride has been honored with some prestigious awards, most recently the CES Innovation Awards Honoree 2023:



Press Contact

For all press and media inquiries, please contact

Kathrin Pfennig
Senior PR Manager
press@holoride.com

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