

## Webasto and LG Display present cinema experience on the road at CES 2024

**With an elegant mechanism and a large-format OLED screen, which lowers into the rear of the car the two partners create a new level of in-car entertainment.**

**Stockdorf/ Las Vegas – January 11, 2024** – At the CES in Las Vegas, automotive supplier Webasto is showing how the roof can be used as an area for innovation, entertainment and comfort: A transparent screen from LG Display which is integrated into the roof, transforms the vehicle into a private cinema at the touch of a button. Webasto supplies the technology to lower the display from the headliner in a delicate rotating movement, guided by two lateral articulated rails. The transparency of the switched-off display provides an unobstructed view of the sky or of light effects integrated into the panoramic roof.

### In-car cinema experience

At the heart of this innovation lies a 30" multimedia display that seamlessly integrates into the vehicle's interior design. When not in use, the transparent screen ingeniously lies flat against the panoramic sunroof, merging seamlessly with the vehicle's aesthetics. With a simple press of a button, this state-of-the-art display descends behind the front-seat backrests, effortlessly transforming the vehicle's rear compartment into a captivating media room. The system's engineering marvel includes a brush-less motor that elegantly controls the screen's orientation, allowing it to fold and slide along articulated rails with remarkable precision and fluidity. This dynamic movement capability enables the screen to adapt to various positions, ensuring optimal viewing angles and an immersive entertainment experience for all passengers.

### Additional features

High-tech glass offers several features in addition to the cinema experience. Thanks to an invisible transparent print by day, Webasto's panoramic roofs provide a wide view and an interior ambience that is bright and pleasant. At night, integrated light creates fascinating effects for a special ambience. The glass panel displays a wide variety of patterns – from geometric figures to a starry sky – in multiple colors. Integrated switchable glazing also significantly improves the cinema experience during the day. If the sun shines too brightly, switchable glazing can provide pleasant shading.

"This revolutionary cinema screen system represents the next evolution in in-vehicle entertainment, offering an unparalleled blend of functionality, aesthetics, and cutting-edge technology," said Jan Henning Mehlfeldt, responsible for global roof business at Webasto. "We are thrilled to introduce this solution that transforms travel into an immersive journey, elevating the experience for all occupants. "Integrated displays, lighting effects and shading at the touch of a button: Our roof systems today are more than just an opening in the roof. With our creative roof concepts we are able to revolutionize the ride with entertainment and comfort."

### About Webasto

As a global innovative systems partner to the mobility industry, Webasto is one of the 100 largest suppliers to the automotive sector worldwide. In development, manufacturing and sales, the company focuses on roof systems on the one hand and on vehicle electrification on the other hand. The product range includes, openable and fixed panoramic roofs, electric high-voltage heaters and batteries, as well as thermo management solutions. Among the customers of Webasto are manufacturers of passenger cars, commercial vehicles, and boats, as well as dealers and end customers. In 2022, the Group generated sales of over 4 billion euros and employed about 16,800 people at more than 50 locations. The headquarters of the company, which was founded in 1901, is located in Stockdorf near Munich (Germany). For more information, please visit [www.webasto.com](http://www.webasto.com)

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