

SenseDriver Technologies Will Host Exclusive Viewings of Head Up Display Prototype at CES 2016

Next-Generation SenseHUD Will Be on Display to Business Partners Before Manufacturing Begins

Boston, MA ([PRWEB](http://www.prweb.com)) December 21, 2015 -- SenseDriver Technologies (<http://www.sensedriver.com>), a KICVentures portfolio company, announced today that it will host exclusive viewings of its head up display, SenseHUD, at the 2016 Consumer Electronics Show in Las Vegas on January 7-9th. The viewings of the next-generation heads up display and connected car platform are intended to demonstrate the technology's newest design features and are by invitation only.

“This move is a huge positive for SenseDriver as we showcase our first connected car product at CES to select OEMs and Tier1,” said SenseDriver Technologies Chief Business Development Officer, Shyam Desigan. “Our B2B partners have been clamoring to have a first look at the next-gen prototypes as we get ready to do a first run of manufacturing to fulfill our pre-orders.”

SenseDriver unveiled SenseHUD in 2015 at the Consumer Electronics Show and received a strong reception from tech critics and media. Since then, SenseDriver has been focused on product development, building its core engineering team and perfecting software design for optimal usability and the hardware design for manufacturing on a large scale.

The SenseHUD is a small, portable, aftermarket heads up display that mounts on the dash of any car. SenseHUD is specifically focused on improving driver safety by providing an affordable, safe driving technology that leverages the power and ubiquity of the smart phone. The driver simply launches the SenseDriver app "SenseSay" on their smart phone and places their phone into the SenseHUD. The SenseHUD reflects the phone's display on a transparent glass in the driver's field of vision. The SenseHUD also pairs wirelessly with, charges and fits any smart phone. Its transparent glass adapts to different lighting situations and the whole unit is small enough to fit in a purse.

Meanwhile, the safe driving app, SenseSay, operates as a hands-free, voice-activated driving assistant. SenseSay provides turn-by-turn navigation, speedometer, ETA, and speed limit notifications. It plays music, reads messages aloud and replies to phone messages with hands-free voice to text messaging or an automated reply so the driver can focus on the road ahead. SenseSay's moving map gives directions, saves routes and performs location-based searches.

For more information, or to contact someone about an exclusive viewing, email: [shyamdesigan\(at\)sensedriver\(dot\)com](mailto:shyamdesigan(at)sensedriver(dot)com).

About SenseDriver Technologies

SenseDriver Technologies (<http://www.sensedriver.com>) is a connected car company that creates safe driving technologies. By focusing on opportunities for innovation in the automobiles of yesterday, today and tomorrow, SenseDriver creates products that offer a level of accessibility everyone can experience.

About KICVentures



KICVentures (www.KICVentures.com) manages several portfolio companies (including SenseDriver Technologies) investing in disruptive technology in the health-tech sector. KICVentures acquires, creates, and nurtures companies and their technologies to their fullest potential.



Contact Information

Caitlin Lubinski

KICVentures

<http://www.kicventures.com>

+1 3039278746

Online Web 2.0 Version

You can read the online version of this press release [here](#).