

Continental Display with Private Mode Entertains Passengers and Reduces Driver Distraction



PUBLISHED APR 25, 2022
BY [CONTINENTAL AG](#)

Although privacy functions have been used for some time for laptop displays, they were not previously suitable for use in the automotive sector. Using private mode, users prevent content from being viewed by people in their immediate vicinity. During the development of the new display technology, Continental succeeded in using this technology for the first time for the special requirements in the vehicle and combining the light in privacy mode in such a way that less than one percent of light emission is received by the driver. This does not impair their awareness. At the same time, the display generates a high-quality image.

By switching the privacy function on or off, the display makes content visible either to only the front passenger or to all passengers. “Thanks to our expertise in back-illumination and plastics technology, our Switchable Privacy Display includes a range of key components that we have developed and also manufactured ourselves,” says Kai Hohmann, product manager for display solutions. “This enables us to meet the highest quality requirements both from vehicle manufacturers and users in terms of contrast, luminance, and image homogeneity. In addition, we will continue to increase energy efficiency until it is launched on the market, thereby making the technology even more sustainable.” The market launch of the new Switchable Privacy Display is planned for [2024](#). By switching the privacy function on or off, the display makes content visible either to only the front passenger or to all passengers. “Thanks to our expertise in back-illumination and plastics technology, our Switchable Privacy Display includes a range of key components that we have developed and also manufactured ourselves,” says Kai Hohmann, product manager for display solutions. “This enables us to meet the highest quality requirements both from vehicle manufacturers and users in terms of contrast, luminance, and image homogeneity. In addition, we will continue to increase energy efficiency until it is launched on the

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Press release distributed by Wire Association on behalf of Continental AG, on Apr 25, 2022. For more information subscribe and [follow us](#).

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