

Immersive Experience: Continental Delivers V-Shaped Display to Hyundai Kona



PUBLISHED SEP 25, 2023
BY [CONTINENTAL AG](#)

Two-in-one function: Instrument cluster and center display arranged in V-shape under one cover glass

- Ergonomic V-shape display offers all function in drivers arm reach
- Over-the-Air software update of the display offers new functions, design and interaction possibilities
- Strong together: close collaboration between Continental and Hyundai contributes to display development and implementation in record time of less than a year

Babenhausen, Germany, September 25, 2023. Continental delivers V-shaped displays to equip vehicle manufacturer Hyundai. The technology company's state-of-the-art display solution will now be part of the new Hyundai Kona series, which is on the market since 2023. The display offers a two-in-one solution as it combines the two screens of the instrument cluster and center information display under one glass surface. Additionally, the new Hyundai Kona features over-the-air (OTA) software updates for new functions, design and interaction possibilities in the vehicle, which can be managed via the V-shape display.

Driven by technology and the growing importance of user experience in a car's purchase decision, large, seamless display solutions are becoming a brand identifier. Supplying our V-shaped display for the new Hyundai Kona series, we put a focus on drivers and enhance their user experience significantly with the V-shaped design," says Boris Mergell, Head of User Experience (UX) at Continental Automotive. "With the next generation of large display solutions, we demonstrate how we constantly keep on pushing to realize a unique user experience for our customers. The display was developed and implemented

in less than a year. The implementation in record time was made possible through a close and strong cooperation between Continental and Hyundai.

V-Shaped displays allow for individuality and flexibility of manufacturers

Continental's V-shape display consists of two flat high-resolution display panels with a backlight and is covered with a curved ("V-shaped") glass, which creates a seamless look by optical bonding. This comes with several advantages for the driver, such as a more comfortable view of the visual content from the driver's seat. While the display extends from the driver's area to the center console, the radius and angle of the display solution focus on the driver's perspective, placing him or her at the center of the information output. Thanks to this ergonomic arrangement, all controls displayed on the screen can be accessed conveniently and intuitively by the user.

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Press release distributed by Wire Association on behalf of Continental AG, on Sep 25, 2023. For more information subscribe and [follow](#) us.

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