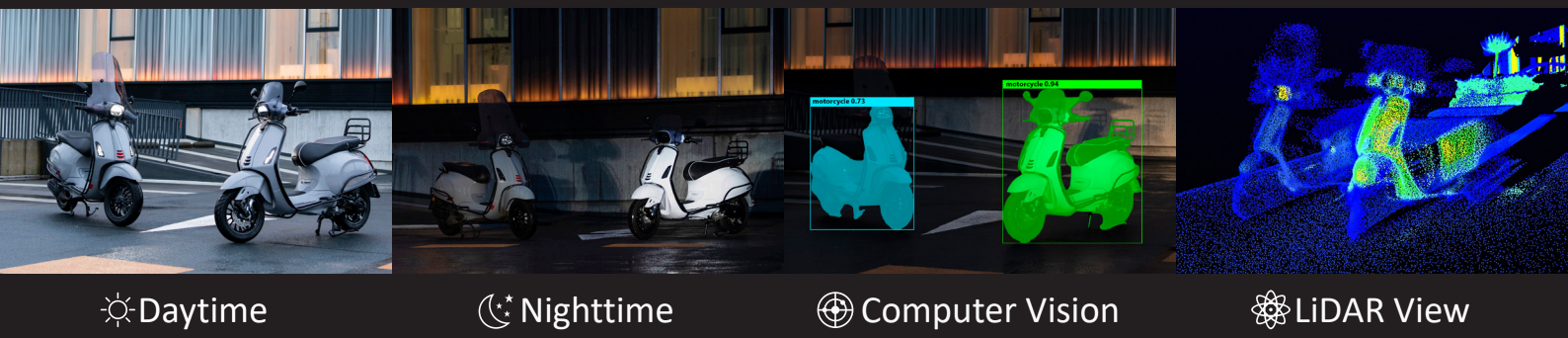


# RheoLight™

COLOR TECHNOLOGY

SUPPORTING ROAD SAFETY BY ADDING VISIBILITY TO ROAD USERS  
& AIMING TO DECREASE THE ECONOMIC IMPACT OF ACCIDENTS



Grey Scooter Comparison with & without Rheolight: **140** times more visible with LiDAR and increased object detection and determination reliability by **21%** !\*

RheoLight is an effect pigment that increases the visibility for the human eye, LiDAR, and computer vision, while maintaining the integrity of design and high-end appearance. With RheoLight, you can create new colors and effects that are more visible than similar colors without RheoLight.

Our patented RheoLight™ Technology makes it possible to enhance Computer Vision and LiDAR pointclouds for improved object detection and determination.

RheoLight is available as liquid dispersions, and as mono-concentrates, making it easy to formulate with many different types of coating systems and polymers.

\*Test results with Livox Tele-15 LiDAR at 20 meter  
YOLOACT++ Realtime Instance Segmentation.

## The Future of Safe (Self-) Driving

### RheoLight enables:

- Improved LiDAR & camera sensor perception
- Enhanced night-time vehicle detection
- Increased LiDAR accuracy and precision, especially for darker and metallic colors
- High quality, high coverage and thin layer industrial application
- Excellent compatibility with existing coating & polymer systems



RheoLight 2<sup>nd</sup> Generation  
Automotive Grade Crystal Glass Pigments

# RheoLight™

## Crystal Glass Pigments

LIMITLESS STYLING POSSIBILITIES &  
ONE OF A KIND DYNAMIC COLOR SHADES



RheoLight™ opens a new world of unlimited design and color formulations for designers and formulators in every industry.

### RheoLight™ 2<sup>nd</sup> Generation

RheoLight for automotive application adds optical elegance to any pearlescent and metallic coating formulation. A true breakthrough in automotive color styling with attractive color shifts and fascinating light effects.

### RheoLight™ Digital Twin

RheoLight virtual materials offer unmatched realism with a combination of pixel shaders in an open and advanced real-time 3D Design software format for integration into virtual object configurators.

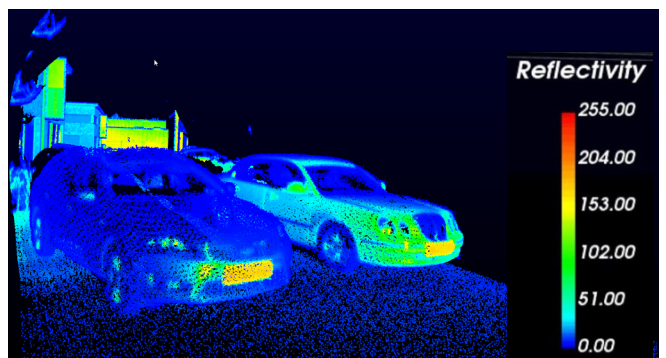


### Autonomous driving is coming\*

\* McKinsey AV Expert survey, Center of future mobility

RheoLight to assist in: *“Increased safety” as the main triggerpoint for higher belief in realization of autonomous vehicles\*\**, by increasing reliability of object detection and determination.

\*\* MCFM Mobility Consumer insights, Annual MCFM consumer survey, Dec. '21, n=26.285



Real-life LiDAR capture of two silver metallic cars.

Left without RheoLight, right with RheoLight.

RheoLight Testcase, McLaren 720S 3 layer system. RheoLight in the black metallic base coat enhances the Chameleon color shift effect

