

OPMOBILITY X SEAMLESS DIGITAL LTD

Dynamic Messaging and Decoration for Vehicle Body Panels

Seamlessly integrated reflective dynamic surfaces in bumper side finishers – a cutting-edge collaboration between OPmobility and Seamless Digital.

The Challenge

The joint project between OPmobility and Seamless Digital aims to transfer proven display technology from Formula 1 into the broader automotive sector. Seamless Digital specialises in integrating reflective display technology into mobile platforms. Their system, featured on McLaren's F1 Championship-winning car, has accumulated over 45,000 race km without a single failure. In collaboration with OPmobility, Seamless Digital is developing scalable concepts for integrating reflective displays directly into vehicle body panels. As the technology does not emit light, it also faces fewer regulatory challenges, making it well-suited for widespread adoption.

The Solution

The digital body panels developed through this collaboration offer a versatile and forward-thinking solution tailored to the evolving needs of modern mobility. They allow for personalised driver and passenger experiences, facilitate real-time communication with pedestrians and other vehicles, and support the display of public safety messages. In commercial applications, the panels provide dynamic

branding opportunities during business hours and unlock new possibilities for fleet advertising. When inactive, an "invisible mode" ensures the panels blend seamlessly into the vehicle's original design, preserving its aesthetic integrity.

The Outcome

The result is a proven and unique display technology, ready for seamless integration into modern vehicle designs. Its reflective, non-emissive architecture not only minimises regulatory complexity but also ensures ultra-low power consumption and lightweight construction. Fully readable in direct sunlight and precisely colour-matched to the vehicle's exterior, the system combines high functionality with aesthetic harmony. These qualities make it a breakthrough solution for dynamic, vehicle-mounted displays.

Project Highlight

The joint project unlocks previously impossible design opportunities and enables car-to-everything (C2X) communication through integrated display technology.

Seamless Digital Ltd

Seamless Digital integrates reflective display technology in hard-to-digitise mobile assets

Seamless Digital's technology enables situationally relevant digital messaging and dynamic decoration on body panels by seamlessly integrating reflective display surfaces.



Headquarters

Silverstone, United Kingdom

Founded

2022

No. Employees

11 – 50

Website

seamlessdigital.com

Acknowledgement

We would like to express our sincere thanks to Sarah Cros (OPmobility) and Richard Horsey (Seamless Digital).

Project Contact

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About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations.

The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation.

Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results.

Over the years, the platform has successfully cultivated over 500 projects with more than 350 startups since its founding in 2016. ■

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