

AGC's Reflective Blade for HUD Named CES Innovation Awards® 2026 Honoree

— Recognized for the Second Consecutive Year —

Tokyo, Japan – November 7, 2025 - AGC (AGC Inc., Headquarters: Tokyo; President: Yoshinori Hirai), a world-leading manufacturer of glass, chemicals and other high-tech materials, has been selected as a CES Innovation Awards® 2026 Honoree for its innovative HUD solution, “Reflective Blade”. The award, presented at CES 2026 in Las Vegas, USA, recognizes outstanding product design and engineering, with AGC’s innovation honored in the “In-Vehicle Entertainment” category.



The Reflective Blade is an innovative glass panel developed by AGC Group that projects driver-assistance information directly into the driver’s field of view. It utilizes AGC’s proprietary p-polarized coating*, already adopted in the “Windshield Black-Band Display” solution, ensuring clear visibility even with polarized sunglasses—a key challenge in automotive displays.

Key Features & Benefits

High Visibility Even with Polarized Sunglasses

AGC Group’s proprietary p-polarized reflective coating ensures clear visibility even when wearing polarized sunglasses, overcoming the limitations of conventional HUDs regardless of weather conditions.

Independent Module for Flexible Integration

The independent module design reduces installation complexity and allows standardized module designs integrated across a wide range of vehicle models.

Expanded Field of View for Enhanced User Experiences

By integrating Panoramic HUD and display functions, the product enables a flat dashboard and a wider forward view, improving comfortable user experiences.

Superior Serviceability

As a stand-alone component without integrated electronics, the Reflective Blade can be replaced independently of the main HUD projection unit, simplifying repairs and reducing maintenance costs.

Advanced and sophisticated appearance unique to glass

Using in-mold forming technology, the thin glass panel achieves smooth curves and a seamless appearance, delivering the refined aesthetics and high-quality feel unique to glass.

AGC Group aims to create new value in mobility through the Reflective Blade for HUD and other proprietary materials and solutions, contributing to the realization of a safer and more comfortable mobility society.

<Media inquiries>

AGC Inc. Corporate Communications & Investor Relations Division

[Contact form](#)

The product will be showcased at CES 2026 at AGC's booth and within the Innovation Awards exhibition area. Further details regarding the exhibition will be announced at a later date.

Development Background

AGC has been tackling common Display challenges—such as poor visibility with polarized sunglasses and bulky projection units—by pioneering its proprietary p-polarized coating applied directly to windshield glass. This innovation gave automakers with a new option to integrate displays that deliver crystal-clear images while enabling more compact dashboard designs.

Building on this coating technology on windshields, AGC has now developed the award-winning “Reflective Blade.” This stand-alone, compact reflector module leverages the same advanced p-polarized reflection principles but offers a new integration path. Developed by FeellnGlass®, AGC's in-vehicle glass solution unit, the product is an innovative alternative for vehicle models where a direct windshield coating may not be the optimal approach.

By offering two distinct solutions—a direct windshield coating and the modular “Reflective Blade”—AGC provides automakers with a comprehensive portfolio. This gives them the flexibility to choose the ideal panoramic HUD integration method based on their specific vehicle design and use cases, accelerating the adoption of more comfortable user experiences.

*P-polarized coating technology efficiently reflects light that vibrates in a specific direction (p-polarized light), which suppresses unwanted reflections and creates a clear image.

About the Product:

Learn more about AGC's in-vehicle glass solutions: [FeellnGlass®](#)

References:

[CES - The Most Powerful Tech Event in the World](#)

[CES Innovation Awards® Program](#)

Note:

The CES Innovation Awards are based upon descriptive materials submitted to the judges. CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.

About the AGC Group

The AGC Group, led by AGC Inc. is a world-leading provider of glass solutions and a supplier of flat glass, automotive glass and display glass, chemicals, ceramics and other high-tech materials and components. With more than a century of technical innovation, the AGC Group has developed a wide range of cutting-edge products. The AGC Group employs some 53,000 people worldwide and generates annual sales of approximately 2 trillion Japanese yen through operations in about 30 countries. For more information, please visit [here](#).