

About Moritz Rath

Moritz Rath is an entrepreneur and technology developer specializing in augmented reality (AR) and intelligent user interfaces for the maritime industry.

As Co-Founder and Chief Technology Officer (CTO) of [Apprisify](#), a Hamburg-based spin-off of the [Fehrmann Tech Group](#) that he co-founded together with Henning Fehrmann, he leads the company's technological development and shapes its long-term innovation strategy. He studied 3D Design & Management and Digital Management.

Since 2020, Moritz has been dedicated to improving safety and decision-making on ship bridges by making critical digital information available exactly where it can be perceived most intuitively.

He developed the SmartWindow, an augmented reality head-up display for maritime navigation that seamlessly integrates digital information into the navigator's field of view, significantly enhancing situational awareness.

His work focuses on developing context-aware interfaces that support people in complex, safety-critical environments, enabling faster, more informed, and more reliable decision-making.