The invention relates to an interactive display unit (1) for presenting information and for interacting with a user, in particular in a vehicle interior (2). According to the invention, at least one imaging cell (3) comprises a photorefractive polymer material layer (3.3) between two transparent Substrate carriers (3.1, 3.2) in a sealing arrangement, each said Substrate carrier being provided with a transparent electrode layer that faces the photorefractive polymer material layer (3.3). A writing light source (5) with a propagation oriented in the direction of the photorefractive polymer material layer (3.3) is arranged on one of the Substrate carriers (3.1) in a parallel manner with respect to said Substrate carrier, a haptic sensor/actuator unit (6) is arranged on the other Substrate carrier (3.2), and at least one reading light source (4) with a propagation oriented in the direction of the photorefractive polymer material layer (3.3) is arranged in a lateral manner.

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