Mobile – APP / Product

AR Guidance

Definition

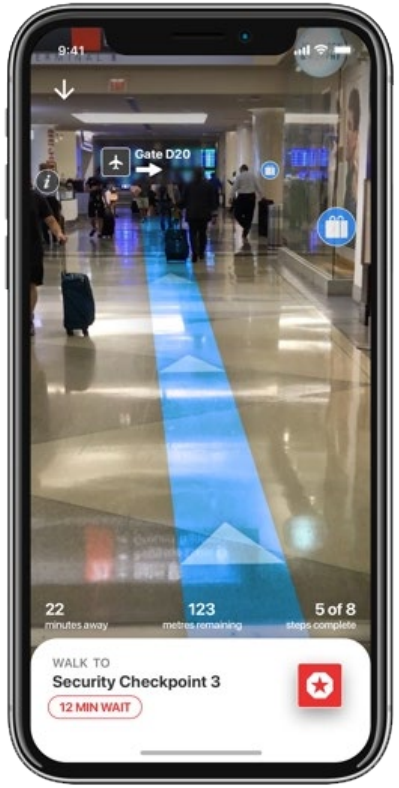
Guiding people to specific locations in the indoor environment is a challenging task, especially in complex buildings such as airports, hospitals, or other public buildings.

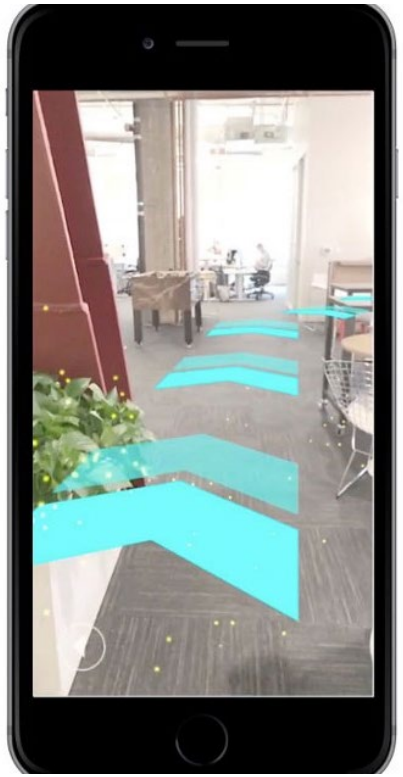
So, AR Guidance System **is a technology that navigates people through different paths to fulfill their specific needs and reach their individual destinations.**

Mobile – APP/ Product / AR Guidance

How It Works

- Creating a map of a building, venue, or any such indoor area.
- Inserting Points of Interest (POI) with detailed information and images.
- People find their way to the right places from Mobile App.





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Customer Segmentation

Malls

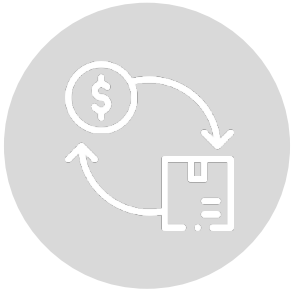
Hospitals

Airports

Museums

Parks

Universities



Trade Shows

Other Fields

Mobile – APP/ Product / AR Guidance

Malls

- People find the store or any retail outlet they are looking for.
- Analytics to show what people find, and where is the major interest.
- Show them offers, similar stores, or in-app ads based on analytics.
- Manage store details with images and.
- Auto-reroute in case, they change the route.

Museums

- Replace printed flyers and booklets about the museums with an AR Navigation App packed with info about each point of interest.
- Engage visitors with an AR-powered automated guided tour from point to point with detailed info about each object.
- No waste of time.
- Never get lost.

Mobile – APP/ Product / AR Guidance

Hospitals

- Make it easy for patients and their friends and relatives to find a way to reach a particular department or doctor without asking anyone.

Airports

- Airports are one of the most difficult places to find what you need. AR wayfinding is the best way to help people to find whether it’s their flight’s check-in counter or gate, a duty-free shop, parking, a taxi, or even a washroom.

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Parks and Resorts

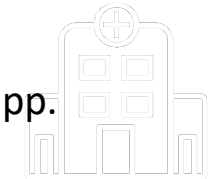
- Gone are the days for printed maps to various rides in a theme park or different facilities in a large resorts and parks

- Navigation Apps will guide people to their places of interest from anywhere to anywhere

Colleges and Universities

- Whether first-time visit and campus visit, a changed location for some lecture, or today's exam hall location, Students will never miss finding anything with a Navigation App.

Trade Shows



- Visitors have a list of exhibitors in the app.
- Reach any exhibitor’s booth without any help. Simply follow the arrow in the app.
- Exhibitors list their products and get found easily.
- Organizers send offers and promotional info to attendees with locations.

Mobile – APP/ Product / AR Guidance

MobiDev Company : https://mobidev.biz

Pros

- Depth captures that interact with walls and obstacles
- Scalable icons related to user`s location
- Optimized flow of paths
- Clear, easy to use, and meets user`s need

Cons

- Singular-function, doesn't interact with users in parallel of navigation
- Marker-based, requires a marker to begin the navigation process
- Path fixed, irresponsive to path changes

Pricing

Fixed price contract for Software Development Projects
Minimum project price: 10,000 USD

Mobile – APP/ Product / AR Guidance

Insider Navigation: https://insidernavigation.com

Pros

- [ ] Very precise, down to 1 cm
- [ ] Intuitive navigation, no Wi-Fi, GPS or beacons
- [ ] Image recognized, tracking movement and positioning using sensors and a camera
- [ ] Running on all kinds of devices (both cloud based and on-premise) and all operation systems.
- [ ] Multi-tasks , interacts with POIs and gives real-time data.
- [ ] Solid and stable to set up million of sqm easily and to use 24/7

Cons

- [ ] Industrial use
- [ ] Need a marker to specify beginning location

Pricing

insider navigation

Require contacting for pricing

Mobile – APP/ Product / AR Guidance

INDOAR: https://www.viewar.com

Pros

- Flexible, routes can either be calculated automatically (navigate independently) or defined manually.
- Interactive, with location-based content
- Experience-oriented interactive tour
- Optical character recognition (OCR) tagging, to create interactive POIs
- Multi-task app, offers games and quizzes through the experience
- Visually impaired people (VIP) navigation
- Virtual realty walkthrough

Cons

- Needs high specified devices
- Restricted map sources (scanned map from Matterport)
- Doesn't implement modelling and simulation
- Doesn't implement cross-device publishing

Pricing

Basic

$220

Pricing Model: Per User

Payment Frequency: Per Month

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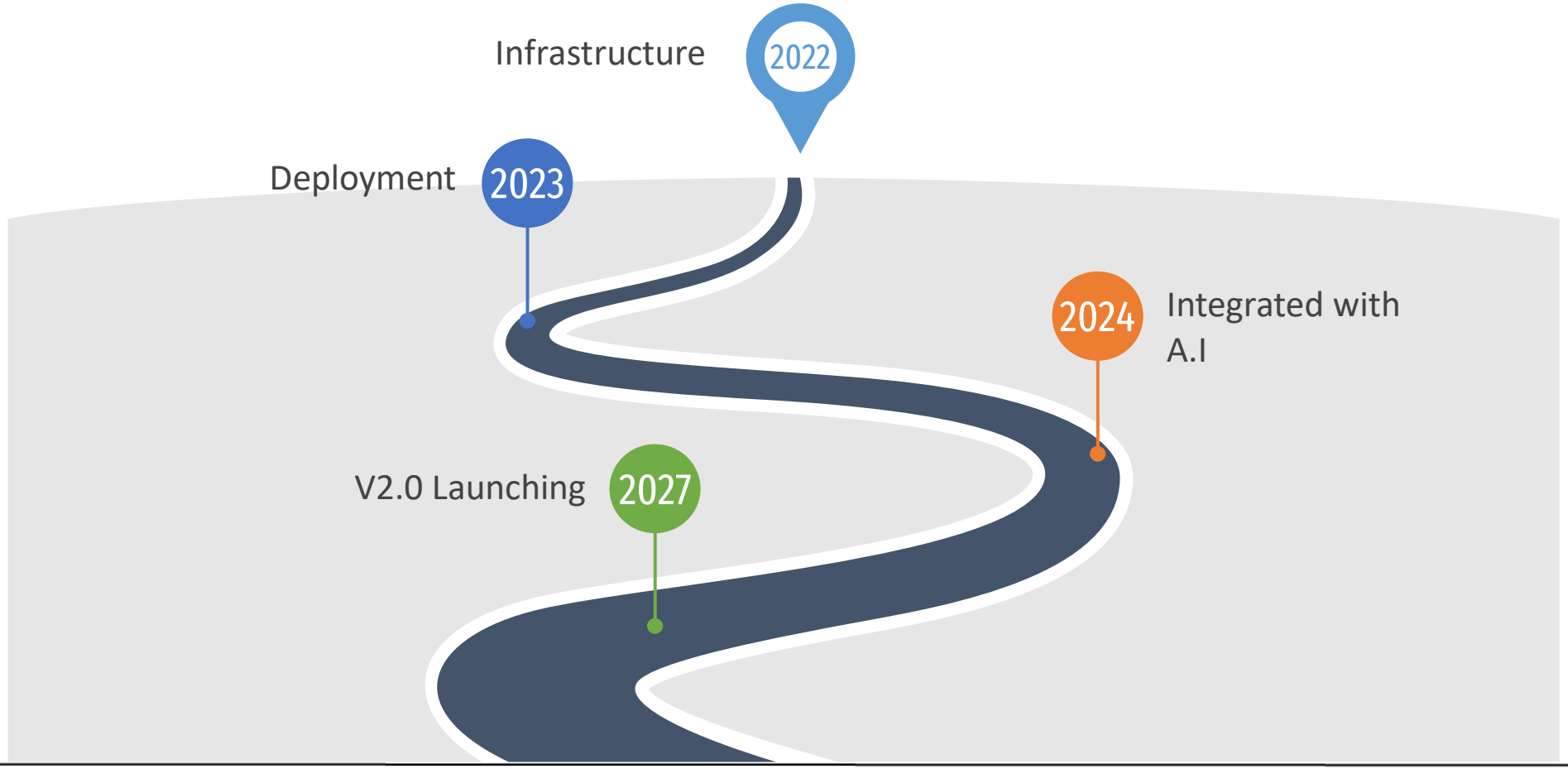
RoadMap