

The SuperNavi

The new innovative navigation system that will improve the shopping life of Alzheimer's patients!

Munich (Munich University of Applied Sciences) - Jan. 20, 2020 - Four students from Munich University of Applied Sciences presented their new revolutionary product today: The supermarket navigation app, in short called "The SuperNavi".

This app significantly improves the shopping routine of Alzheimer's patients. Daily shopping is greatly simplified by digital navigation through the shopping shelves of today's supermarkets, such as Edeka, Rewe, Aldi & Co. to find desired products strategically and with less effort. "The SuperNavi" issues quick and simple instructions on the screen. The current environment of the customer within the supermarket is graphically visualized on the smartphone and can thus be taken along by the user who is walking from shelf to shelf. This allows him to find his desired products. Simple images and voice output are used to help with orientation. The user deposits his shopping list before shopping and "The SuperNavi" immediately calculates the most efficient route.

"Shopping has never been easier!" spoke Martin Heiser (59), Alzheimer's patient and member of the Alzheimer's Association, enthusiastically about "The SuperNavi": "I put my bread in the shopping basket and the app shows me the way through the shelves to the cheese!"

The app is available in the respective app stores and as a QR code on the Alzheimer's Society website, for only 9.99€.