**Wayfinding**

**With 22miles AR Plug-in**

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**Introduction**

OnWayfinding with 22 Miles AR Plug-in a Augmented Reality is now a Reality AR brings a new human interface to react to imagery in the user’s environment, especially in an environment the user is not familiar with; It can be difficult for users to locate an object that’s not positioned onscreen, and a mobile AR app could help users navigate to those objects easier, and with a clearer direction to start.

Currently in the market we have only see AR be utilized in popularity for video games and infotainment based demos, but seldom has AR in commercial use been released for business clients and organizational environments.

AR with wayfinding has a lot great potential for smart buildings. New applications can be deployed everyday as the technology is used. 22 Miles platform provides for that creative flexibly to start producing new corporate results.

AR doesn’t only offer visual cues, but also audible feedback. it could greatly improve a mobile app’s accessibility. This can be a powerful new solution for ADA requirements and benefits.

With the 22MILES wayfinding app and AR plug-in, as an individual walks a retail environment, for instance, the app could recognize a print catalog for a piece of furniture and then have virtual super-imposed animations (IE pop-ups, spaceships, talking coupons, live floating rating, etc.) emerge from the catalog and placed in the environment.