distance\_cm = duration / 29 / 2;

distance\_in = distance\_cm \* 0,393701;

Sound travels at 343 meters per second, which means it needs 29.155 microseconds per centimeter. So, we have to divide the duration by 29 and then by 2, because the sound has to travel the distance twice. It travels to the object and then back to the sensor.

1 cm = 0,393701 in