

aryve

Future-Forward Indoor Navigation

Reliable indoor navigation solutions are becoming increasingly important and will soon be as much a part of everyday life as outdoor navigation. GPS has changed the way we move around the world, but the technology is unsuitable for indoor orientation and navigation: too inaccurate, not stable enough, not expandable.

For a long time, the topic of indoor navigation has presented us with great challenges. Now we have arrived at the future: The integration of augmented reality (AR) makes it possible to provide users with visual cues for indoor navigation. The benefits of this new technology go far beyond its use for mere orientation, and the fields of application are numerous.



Over the past two years, svarmony has been working on the development of a standalone, AR-based, visual indoor navigation technology. In this whitepaper, we will introduce you to the concept, the benefits and concrete possible applications of aryve for your business. Augmented Reality (AR) literally means “augmented reality.” Our perception of the environment is enhanced by computer-aided processes: we link the analog world with virtual overlays. AR offers us the possibility of virtually expanding our real world and supplementing it with digital information. For example, we can add visual cues to the user’s view of the real environment. This far more intuitive way of navigation creates a much better user experience.

Use Cases :

- aryve provides visitors and users with visual, easy-to-understand hints to help them find their way around an interior in the best possible way. It can often take several visits to become familiar with a building. aryve offers convenient orientation from the first encounter.
- aryve provides tourists with relevant information about their surroundings: whether historical facts, exciting sights or cultural tips: aryve can serve as a virtual guide in the form of an animated avatar in museums or other cultural institutions, imparting knowledge and opening up new, interactive levels of experience.
- aryve simplifies the item search for shoppers and also opens up the possibility of integrating additional merchandise information on prices, availability and product features in order to optimize shopping experiences and facilitate purchasing decisions.
- aryve not only shows visitors the fastest way to the gate, parking spaces or toilets, but also creates incentives to buy and improves the quality of stay with virtual showrooms and pop-up stores that can be placed along the walkways.
- More efficient maintenance routines and management of work orders, simple localization of defective components, bundled information provision for employees: Even in the area of maintenance and logistics, where we often encounter complex working environments, processes can be significantly optimized with aryve.

With aryve, svarmony is currently launching a completely independent, AR-based indoor navigation technology that will set a new benchmark in the European market for wayfinding solutions.

Would you like to learn more about visualizer
and get advice from us on the topic of XR and AR?
Write us a message or give us a call!

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