

Case Study >>

True Augmented Guidance Solution

Embedded navigation guidance in true Augmented Reality

Business Challenge

Augmenting navigation guidance hints with the real world, we enable safer driver guidance minimizing possible distractions along the road.

The technological complexity of this task required Computer vision and Sensor fusion as well as an integration with the existing vehicle infrastructure. On top of that, we had to develop the complex control logic.

Solution

Providing navigation guidance hints in a truly augmented way:

- ▶ Augmented lane change, maneuver assistance and route building hints
- ▶ Augmented POI and POI details
- ▶ Augmented street names
- ▶ Destination highlighting

Supporting informational ADAS functionality:

- ▶ Forward Collision warning
- ▶ Lane departure warning

Business Value

- ▶ AR implementable on IVI, Instrument Cluster, or Head-Up Display.
- ▶ Functions as AR engine module or as a turn-key solution
- ▶ Runs on the new-generation hardware
- ▶ Flexible architecture allows running on customer-specific system configuration
- ▶ Solves Pitch/Roll Compensation problem
- ▶ Does not depend on specific navigation engine



About Infopulse

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Infopulse provides in-depth expertise in automotive software development that includes navigation, computer vision, augmented reality, connected car, cybersecurity, embedded systems, and other solutions. With our help, customers strengthen their technological capabilities, achieve faster time-to-market, reach a wider talent pool, and gain new competitive edge by embracing innovations.

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