

# **GUIGO**

**Guiding Goggles als neues  
Anwendungsfeld der Satellitennavigation  
für Schwimmer und in der Sehkraft  
eingeschränkte Personen**

**Frank Schubert**

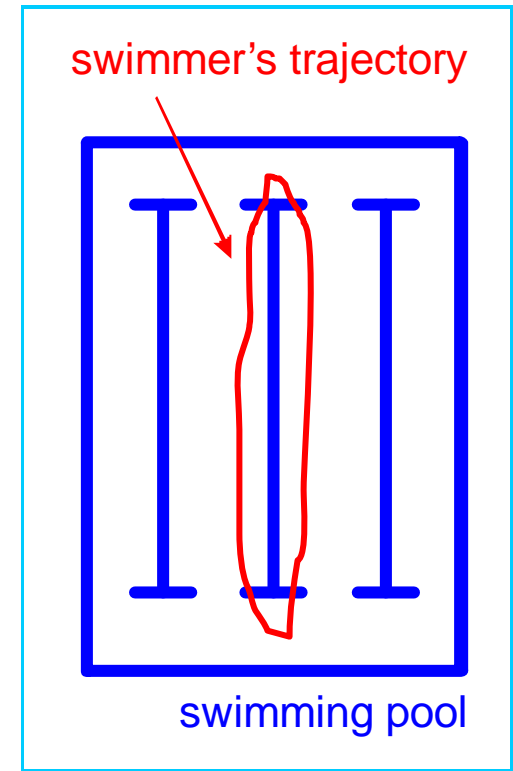
**Trendkongress Karlsruhe  
20.11.2009**

# Swimmers need to swim laps no matter where they are (1)

Lap swimming in pools



Orientation by lines



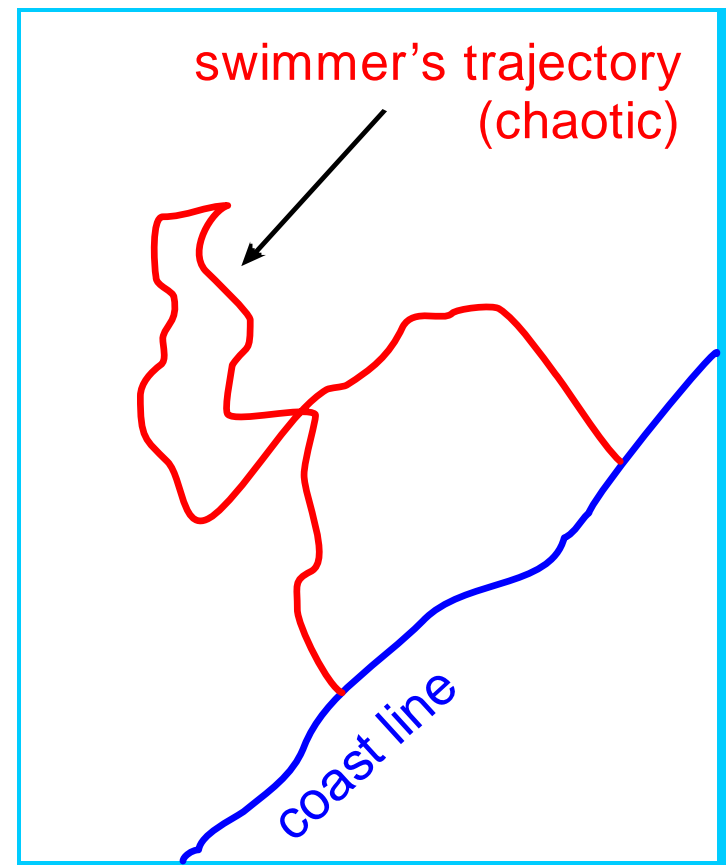
# Swimmers need to swim laps no matter where they are (2)

Lap swimming in lakes or in the sea is impossible

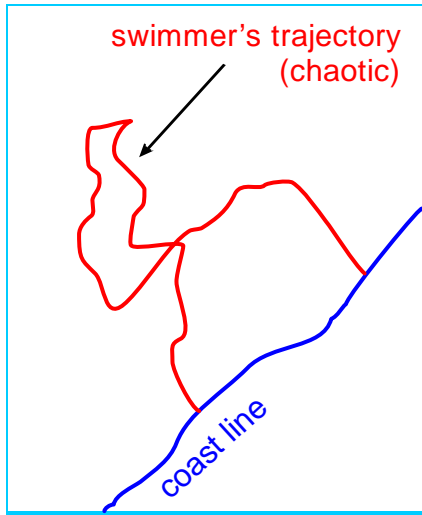


- Swimmer must interrupt swimming to re-orientate
- Swimmer drifts away from coast

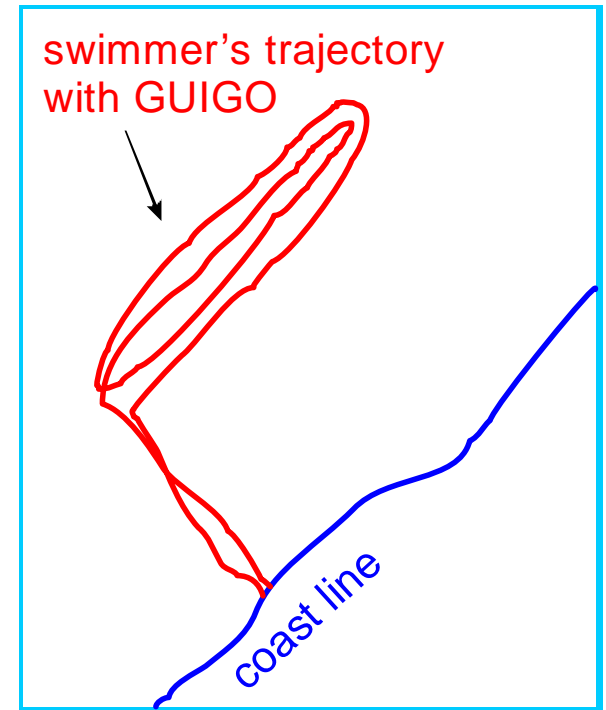
Orientation by looking at the coast line needed



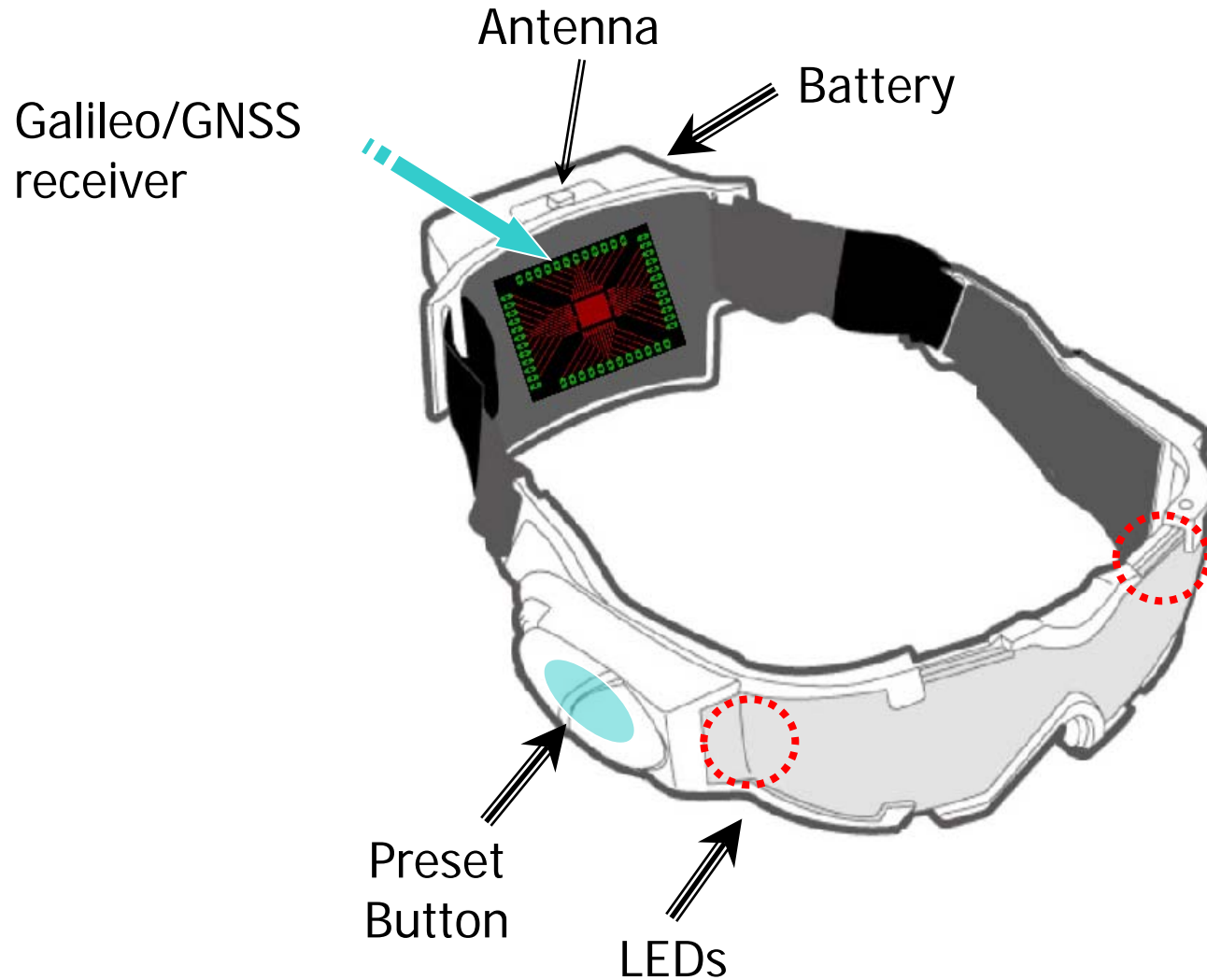
# Swimmers need to swim laps no matter where they are (3)



## Solution: Swimming with **Guiding Goggles**



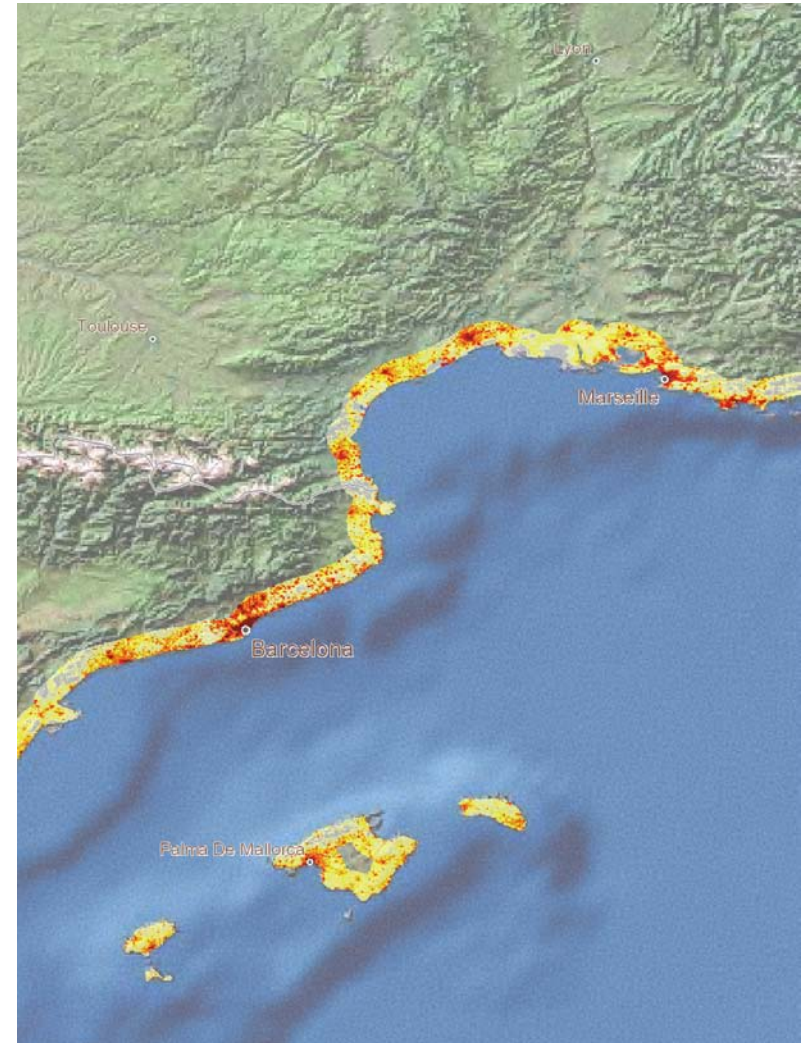
# GUIGO Technical Overview





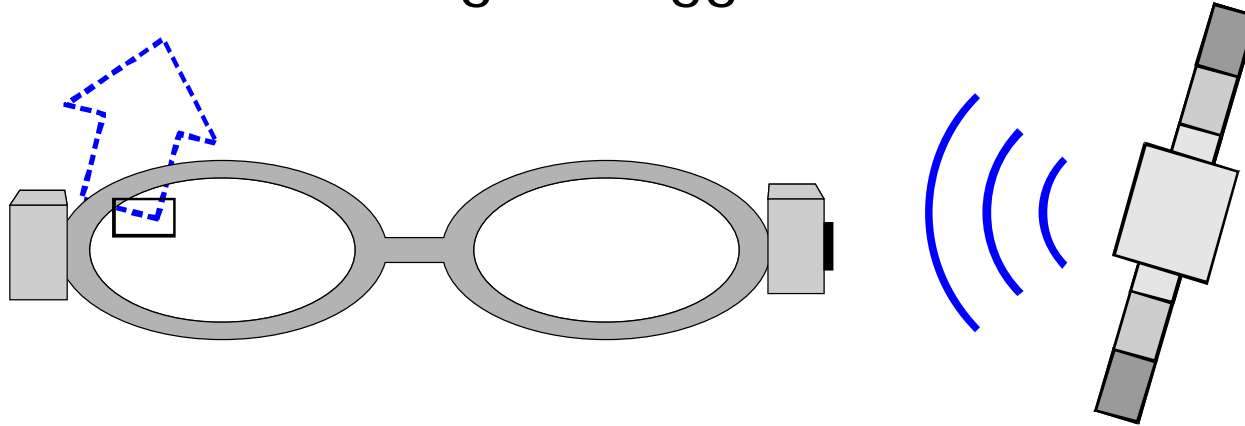
# GUIGO Market Analysis

- Studies show:  
approx. 6% of the population swim regularly
  - GIS analysis:  
in North America, Europe, Australia  
approx. 308M people live close to  
the sea or a lake (20km distance)
- ⇒ **18M potential customers**



# The Guiding Goggles Principle

- Galileo based **GU**iding + **GO**oggles: **GUIGO**



- Guiding Goggles can be used wherever people need guidance and their hands to be free
- variety of applications in combination with location-based services
- conveniently usable augmented reality implementations

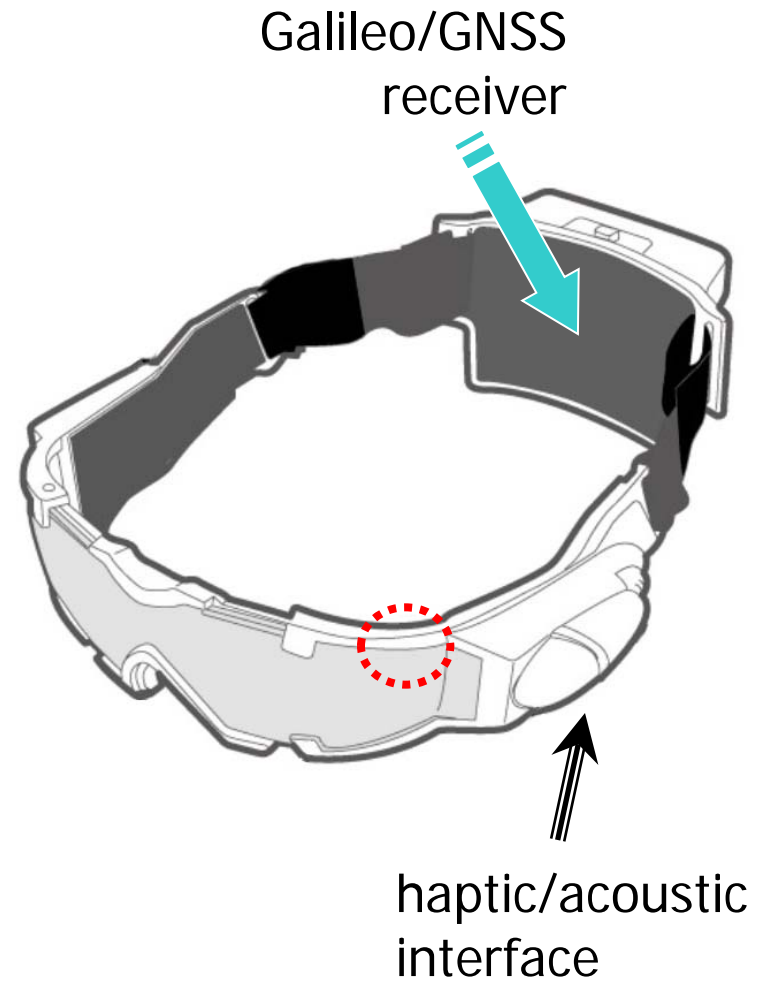


# GUIGO for the visually impaired



- GUIGO glasses will guide the visually impaired

- vibrations and tones will be used as signals
- support for visually impaired people in every-day life on preset routes
- autonomous participation in leisure/sports activities





# Summary

- GUIGO will enable swimmers to swim laps in lakes and in open waters on virtual lanes
- Sports/leisure: Guiding Goggles most useful for
  - triathlon, swimming, biking, running, skiing
  - paragliding
- GUIGO for the visually impaired



# When will you GUIGO?



Thank you for your attention!

Frank Schubert  
info@guiding-goggles.com