



Moovit leverages AR tech and launches “Way Finder” to help guide the way for users

After gag Facebook post, Moovit releases new augmented reality feature for better navigation; users will never end up at the wrong bus stop again

Tel Aviv - February 2020 - [Moovit](#), the leading Mobility as a Service (MaaS) solutions company and maker of the world’s most popular urban mobility app, is announcing the beta release of *Way Finder*, a feature that leverages augmented reality (AR) to better locate stops and stations, and increase users’ confidence while using public transit. Developed based on user feedback, Moovit is using the power of AR to display digital directions on top of real world images and help point the way for users to easily get to their destination.

Commuters that aren’t intuitive with directions may often find themselves walking the wrong way at first when navigating an unfamiliar place, like when exiting the subway. Many people simply find themselves at the wrong bus stop on the other side of the street.

Such was the case with a loyal Moovit user who left her feedback on a humorous Facebook page, garnering lots of attention: “*A feature that I need for Moovit: Cross the street, stupid. This isn’t the right side.*” Taking this feedback seriously during Moovit’s 24 hour hackathon, dubbed *Moovithon*, Moovit developers created the beginnings of *Way Finder*.

Now rolling out to iOS users around the globe, *Way Finder* places digital directions and signs on top of the camera view to make it even easier to locate correct bus stops, subway entrances, and overall extra guidance. Future capabilities include pointing users toward taxi pick-up points and shared scooter locations.

Using *Way Finder* is easy. Once a user inputs a destination and selects a Suggested Route, they then:

1. Tap on the “Navigate” button to start Live Directions
2. Tap on the blue *Way Finder* button
3. Hold the phone up to the surrounding environment and *Way Finder* will begin

In *Way Finder* mode, the top half of the screen displays icons, and signs overlaid on a live camera view, with left and right turn arrows to indicate direction. The bottom half of the screen shows where a user is on the map from a bird’s eye view. When the phone is lowered down, the screen will switch to map view only.

“Listening to our users about their in-app and urban mobility experiences is really important to us at Moovit,” said Yovav Meydad, Moovit’s Chief of Growth and Marketing Officer. “Getting around in an unfamiliar place can be quite frustrating and inconvenient. We are so proud that our team took what began as a very creative hackathon project to solve a users’ needs, to new



heights and really drove Moovit's evolution to the next level. *Way Finder* makes getting to any destination a better experience, and further helps us in our mission to simplify urban mobility."

Moovit utilizes several layers of guidance, empowering users to get to their destination with confidence and peace of mind. Once a user selects a route, they can click on "Navigate" to enter the Live Directions screen where they will be provided with step-by-step navigational instructions. Users can choose to turn on "Get off alerts", to be notified before it's time to get off at the bus or train stop. Now, with *Way Finder*, users will be able to better orient themselves when looking for their stop or station.

Every six months, Moovit hosts its *Moovithon*, a 24 hour company event where all employees stop regular activities, and form teams that hack and build new user experiences. There are no rules or limitations and any idea is welcomed. Approximately 20% of *Moovithon* projects ultimately become Moovit features. At the last *Moovithon*, the team that created *Way Finder* placed first for its creation.

Today marks the start of *Way Finder* rollout to iOS users. Users with the latest iOS version of Moovit can enable *Way Finder* in the app Settings screen under 'Labs'. Moovit is kindly asking for user feedback in order to help optimize its capability.

About Moovit

Moovit (www.moovit.com) is a leading Mobility as a Service (MaaS) solutions company and the maker of the world's most popular urban mobility app.

Moovit's free app on iOS, Android and Web guides people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2011, Moovit now serves over 700 million users in 3,000 cities across 98 countries.

Moovit amasses up to five billion anonymous data points a day to add to the world's largest repository of transit & urban mobility data. The data gathering is aided by Moovit's network of more than 600,000 local editors called "Moovitors." These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Moovitors account for 70% of the hundreds of cities Moovit opens every year and make Moovit the "Wikipedia of Transit".

For governments, cities and transit agencies, Moovit offers AI-powered [MaaS solutions](#) covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency. Industry leaders such as Microsoft and Uber have partnered with Moovit to power their mobility offerings.