

Innovative ideas

Honda Built Shoe Navigation To Make Walking Easier For The Visually Impaired

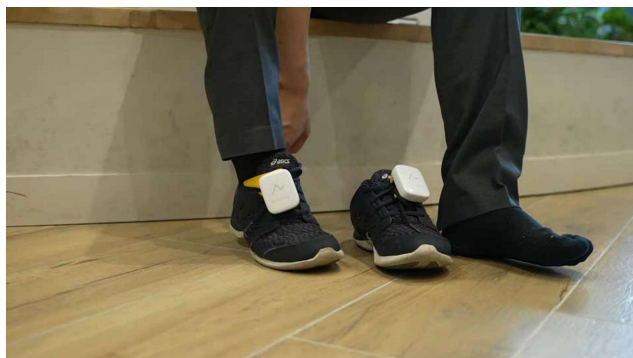
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In Japan, Honda has established a startup accelerator called IGNITION, which aims to develop new mobility business ventures with funding and marketing. The first company to be launched from this accelerator is called Ashirase, and aims to develop an in-shoe navigation system to help support the visually impaired with walking and routines. The company hopes to have a viable product to market before the end of March 2023.

The device fits around each foot, and includes a motion sensor attached to the outside of the shoe. Pairing with a smart phone app, the device will vibrate based on routes set in the app. The left side of the left foot will vibrate to indicate a left turn (and the opposite for a right turn), while the toes of each foot will vibrate to maintain a forward trajectory.



Picture shows a person putting on a black shoe with a small white box which is the navigator attached to it