Pioneer to sell augmented reality navigation system for cars

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(PhysOrg.com) -- Virtual reality may take us to worlds that worlds that we have never been to before, but augmented reality can make the world that we already live in a better, or at least a more digital, place. It should be no surprise then that augmented reality technology is showing up everywhere, and being integrated with the technology we already use every day to make things easier or just more fun.

Pioneer has announced the creation of its new AVIC-VH09CS system. The AVIC-VH09CS is an in-dash navigation system that makes use of augmented reality in order to not only get you to where you are going, but keep you abreast of what is going on when you are on the road.

The AVIC-VH09CS system has, in addition to the functions found in a standard GPS unit, has what is known as scouter mode. The scouter mode makes use of a windshield mounted camera to show you what is going on around the car, with a wider angle then you would get from drivers side view alone. The system then augments your view of the road by placing arrows on the lanes in order to help you follow directions.

AVIC-ZH09CS

If you have ever been faced with a multiple road junction with seven turns at the light and the vague directions "Turn right in 200 yards", then you can see how this can quickly become a lifesaver. The system is also able to identify common locations of landmarks and traffic lights, to make using the kind of directions you might get from a friend easier to

follow.

The Pioneer AVIC-VH09CS is expected to go on sale in Japan later in May, It will retail for roughly $3,700.

More information: Pioneer press release (Korean): pioneer.jp/press/2011/0509-1.html