



Orientation vs. Navigation: Explained

Learn about the differences between orientation and navigation, how they are easily mixed up and how the RightHear solution can help orient individuals with visual impairments.

Orientation

Simply put, orientation is how one aligns or positions themselves relative to the points of a compass or other specified positions. It's understanding what surrounds you- knowing that there is a wall on the right, the entrance/exit is behind you, and that there's a table in the center of the room that you need to walk around.

Navigation

Simply put, navigation is following a set of turn-by-turn directions to get one to a pre-selected destination- it's knowing how to get to an end point whether that be a restaurant, convenience store, doctor's office or supermarket. When navigating you have two options: to enter a specific location into a GPS or to rely on your own previous knowledge of an area or route.

How Navigation & Orientation are Interconnected

In order to get around efficiently you need to be able to both navigate or know where you are going (specific location) and orient yourself or be aware of your surroundings. If you are well oriented, that means that you have a general understanding of the area you are in and know how the different streets are connected and where shops are in relation to each other, without being reliant on a navigation guide, such as a GPS or map.



How RightHear Can Help

Now, imagine being blind or visually impaired and entering a building or campus for the first time. Although you may be able to navigate the general outdoor area using a GPS, you will have a difficult time orienting yourself with the area and be unable to wander the venue freely and independently without having a specific destination in mind. This capacity for independence is why the RightHear solution supports orientation, not navigation.

RightHear provides relevant information about all points of interest, so that the person can build a mental map of the area and orient themselves by simply pointing their phone in a direction and listening to what the app has to say about what's around them. This is much more empowering to the individual than simply providing a navigation service, and supports our vision of making venues truly accessible to everyone.

About RightHear

RightHear was founded in 2015 and is an advanced accessibility solution that uses a unique three component technology to help grant blind, visually impaired and orientation challenged individuals independence by providing them with tools to better orient themselves in public spaces. RightHear is currently closer than ever before to achieving its goal of making the world more accessible to all individuals with nearly 3,000 accessible spots in over 600 venues (and counting) across the globe. Our partners include major corporations, universities, municipalities, and hotels such as The Azrieli Group, McDonald's Israel, Shufersal Supermarket Company and Tel Aviv University. RightHear is available for free download on both [Android](#) and [iOS](#).

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