



Prototype version in Cannes

Eco-responsible, without any electrical connection, The Rudder revolutionizes pedestrian orientation and their situation awareness of their surroundings.

Very easy to deploy : indoors and outdoors. For the first time, a sought-destination is physically and visually always in front of the user. The itinerary then becomes easy to memorize thanks to an illustration and a personalized, rewarding and interchangeable cartographic representation. Are you eye focus on an energy-guzzling smartphone to guide you? The Rudder directs and allows you to fully appreciate and understand your surroundings!

The users stay fully aware of their surroundings. By including The Rudder in the city's strategies and policies in favor of walking, it successfully complements other solutions at the service of pedestrians and the viability of public and private spaces.

## AN INTUITIVE USAGE FULL OF COMMON SENSE

1. Locate the number associated with your destination on the fixed legend located on the lower part of the dial.
2. Turn with The Rudder to match the selected destination number at the top of the dial and then easily find your destination on the map.
3. You cannot miss it: destination physically and mentally in front of you!

## UNANIMOUSLY APPROVED

The prototypes installed across France, in different situations, have already convinced thousands of users. With unanimous feedback: The Rudder is so obvious to use. Copies are currently available to experiment with The Rudder. To try it is to adopt it!

## ALL TERRAINS, ALL CONTEXTS

Cities of all sizes, train stations and urban transport, airports, theme parks, health and service hubs, natural, cultural or heritage sites, shopping centres, events and exhibitions, museums and many others... Wherever the orientation of pedestrians and visitors is a priority.

## A FRENCH ECO-RESPONSIBLE INVENTION

The Rudder: solid intellectual property unique and exclusively supported by VIAMOUV, in France and internationally (INPI - PCT patents).

## VIAMOUV GIVES THE COURSE TO THE RUDDER

An experienced team and know-how at the service of The Rudder: marketing, recommendation on specific locations and installation themes, cartographic and illustrative design, monitoring of deployments.

## TOWARDS A COMPLETE AND SUSTAINABLE SYSTEM

Sharing common values of eco-responsible and innovative support for mobility, VIAMOUV collaborates with AXIMUM and YELLOW WINDOW for the designated and industrialized version of The Rudder. Available from the end of 2022 but already available for order with personalised support of VIAMOUV.



Industrialized version : 3D picture