[Marc presents to camera]

**Marc Powell:** Hey guys, it's Marc Powell, Strategic Accessibility Lead at RNIB.

Now, I'm here to share with you some more info about this colourful code, called a NaviLens code.

[Marc holds up a NaviLens code]

Let's check it out.

To access the NaviLens code you will need one of two of the NaviLens apps.

[Close up of a smart phone screen]

NaviLens GO provides you with more of a visually rich experience, whilst maintaining accessibility, and NaviLens is exactly the same, but takes some of the visual distractions away.

So once you've downloaded, launched and set up the app you are ready to go.

[Marc walks around an RNIB office with his smart phone and the NaviLens app running]

Now, NaviLens uses the smartphone camera to detect the codes, whether you are pointing it in the environment or whether you are looking at a point of interest the code will be detected from a distance.

This is what makes it even more special than the standard QR code.

So NaviLens provides you with audio and visual information.

**NaviLens voice:** "Toilet"

**Marc Powell:** Think of it as digital signage.

And they come in a range of sizes, so the greater the size the more detectable they are.

So NaviLens can be used to navigate people around a space and allow people to get a greater understanding of what's around them, as you move through the environment naturally and steady with your phone in front of you.

[Split screen shows a smart phone with the NaviLens app being used in two different locations]

So, I've travelled around the world and seen NaviLens active in a number of locations, from the Barcelona metro system and the underground right to LA in Union Station, from navigation to points of interest, even for live dynamic information, which is always changing such as bus timetables.

[Split screen shows NaviLens directional arrows in an RNIB office on the left and Marc presenting to camera on the right]

So we are really excited at RNIB about NaviLens and its potential moving forward and are actively looking at new ways in which NaviLens can be implemented including augmented reality directional information, which is really cool.

[Marc presents to camera and holds up a NaviLens code]

So for more information about NaviLens, why don't you try downloading the app and scanning this code that I'm holding now, and see what you get.

[RNIB strapline and logo]

**Voice Over:** Standing with you through every challenge. RNIB. See differently.

Transcript ends.