

Routago text for the Future Mobility Award

Guideline

- Who are you? (Founding year, number of employees etc.)
- What sets you apart?
- Why should your idea/concept win the Future Mobility Award 2021?
- 1500 char max. incl. spaces

Proposed text: 1380 char with spaces

=====**Text below**=====

Routago - Smart navigation powers smart mobility

Routago is the AI-based technology platform for intelligent navigation. We offer the best navigation for different applications in the field of Smart Mobility. Our first product is the only worldwide, barrier-free pedestrian navigation, especially for blind and visually impaired people, but also for people with other impairments or special mobility requirements. The product is available as an accessible digital assistance app for B2C customers and as a B2B service for integration into public transport, mobility or tourism offers of cities, ride sharing providers, etc.

Routago is a start-up company from the Karlsruhe technology region and a research partner of the Karlsruhe Institute of Technology (KIT). Routago was founded in 2019 by Gerd Güldenpfennig, who can draw on 30 years of management and IT experience. Today the team consist of 4 highly skilled engineers.

Routago makes heavily use of AI in its own technology platform, which makes the worldwide unique pedestrian navigation possible. Every journey begins and ends with only the human being. This gives us an essential role in the future of mobility, as it will be people-centric and inclusive, thus requiring an intelligent connection between the traveler himself, public transport and mobility services, supported by integrated data and services of a smart city.