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The average person actually only knows cartesian or geocoordinates as logical position information. For this target group, co-ordinates aren't easy to handle and because of that, they hardly appear on signage, maps, navigation aids or mobile phones.

Any other alternative is based on names which have been chosen arbitrarily and thus force the need of maps for the reconstruction of the arbitrariness. At the World Trade Center, additional confusion has raised because many rescuers didn't know which one of the towers has been tower 1 or 2.

The dolorous truth in the third millennium is: for orientation purposes people only get names and have to convert and memorise this information on brain in right/left information.

The Munich Orientation Convention is a collection of tools which simplifies and harmonises indoor and outdoor signage, cartography and navigation electronics. As made by soldiers, pilots, boy scouts etc. for 100 years, the system uses the capability to read a clock for orientation purposes.

The main tools of the Munich Orientation Convention are clock directions QuoVides® and natural position codes StatusQuo©. With these tools, the dependence from maps, way indicators, arrows, colours or devices will be reduced to a minimum.

StatusQuo© are easy to understand and are also usable on signage, cartography and electronics as natural co-ordinates. They can embrace the whole globe and be a natural alternative to GPS co-ordinates. On maps, these position codes make grids, indexes and scale information obsolete and also make possible to address targets which are outside the map.

A WGS84/StatusQuo© converter program for urban and global applications can be easily implemented online and on navigation devices or mobile phones. With this, everyone can for instance easily determine the width of a river: it's simply the difference between the StatusQuo© indicated on each river side.

Inventions concerning physical and imaginary orientation tools:

- natural indoor and outdoor signage www.follow-m.com/lollipop
- natural cartography© www.follow-m.com/map
- natural world coordinates WatchRose© - www.watchrose.com
- applications in navigation electronics / mobile phones www.follow-m.com/mobile.pdf

