

## Pole Star Hires David Wenning as VP Sales North America

French indoor location provider Pole Star has announced this week the recruitment of David Wenning, as vice president sales North America. Wenning, currently vice president of sales at Livescribe Inc., will join the company in January 2012.

David Wenning previously worked at TomTom (2005-2007), Parrot (2008-2009), Tapwave and Palm mostly in sales positions.

With this recruitment Pole Star is giving more weight to its U.S. presence, in line with the strategy put together last May when Hub Telecom (a subsidiary of Aeroport de Paris) took a 17.3% stake in the company.

Pole Star's technology NAO Campus combines GPS and Wi-Fi signal to enable a 3-4 meters accuracy that allows step by step navigation and floor discrimination.



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**Ludovic Privat**