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Pole Star announces customer field tests on iPhone at Passenger Terminal Expo 2012

Pole Star has announced the launch of initial field tests of its indoor positioning solution NAO Campus on the iPhone at Passenger Terminal Expo, which is being held at the Messe Wien Exhibition and Congress Center in Vienna from 18-20 April.

The company will be demonstrating a new version of NAO Campus, which enables visitors to airports and shopping malls to access targeted information and services based on their current position, that is compatible with the latest generation of iOS 5 iPhones at the Expo. The positioning software is already available on Google Play (Android market) and will soon be available on the iPhone App Store in compliance with Apple's review guidelines.

Using the positioning solution, users can get information on geolocalised couponing , navigation and turn-by-turn guidance, accessibility for people with reduced mobility, distance and time from start point to end point, visitor flow and behaviour-based statistics.

Olivier Tarneaud, marketing director at Aeroports de Paris who is currently testing the software, commented, "NAO Campus indoor location technology has proven itself on Android, guiding our passengers in real time. We have decided to invest in this phase of testing to speed the release of our My Way Aeroports de Paris applications on iPhone."

Pole Star will be stand 1030 throughout Passenger Terminal Expo 2012 to provide information and advice on the advantages of NAO Campus indoor positioning solution.

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