

## The Pole Star indoor positioning service accompanies visitors at La Cité des sciences et de l'industrie and Le Palais de la découverte in Paris

Toulouse – October, 22 2012 – Pole Star, the indoor positioning leader, has signed an agreement with Universcience to deploy its indoor location service at La Cité des sciences et de l'industrie as well as at Le Palais de la Découverte. A mobile application powered by NAO Campus®, the Pole Star indoor geolocation solution, will be developed and available on visitors' Android and iPhone Smartphones.

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[La Cité des sciences et de l'industrie and Le Palais de la découverte will work with Pole Star to offer their own geolocated mobile applications in addition to Google Map indoors.](#)

To improve visitor experience and interact with visitors directly and in real time throughout their visit, La Cité des Sciences and Le Palais de la Découverte have chosen to invest in innovative “NAO Campus® inside” mobile applications which will cover all visitor and exhibit areas.

*« The two venues have recently been covered by Google Map indoors which provides initial standard guidance service on Android Smartphones. However, currently this service can't be customized. This is why we wanted to raise the bar and develop our own geo-located mobile applications to provide our visitors with high added-value services under our own brand. In addition, we want to make them available to visitors who have iPhone. Pole Star has an impressive customer portfolio and offers excellent service quality on Android and iPhone, which makes them the ideal partner for this project.*

*» explains Claude Farge, Director of Editions and Transmedia at Universcience.*

[NAO Campus® , driving direct link between La Cité des sciences et de l'industrie, Le Palais de la découverte and visitors](#)

With the NAO Campus® solution, la Cité des sciences et de l'industrie and Le Palais de la découverte will increase their visibility with users. A powerful geomarketing tool, the indoor location service developed by Pole Star makes it possible to communicate directly with visitors as a function of

**where they are at any moment.** In addition, the NAO Campus® solution will provide invaluable anonymous information about visitor behavior and traffic to optimize visitor comfort, and make the visit as attractive, interactive and entertaining as possible.

In addition to deploying the application, La Cité des science et de l'industrie will be a "living lab" and a vibrant space for testing the many uses of the Pole Star service. As such, the latter is making a vital contribution to the evolution of indoor geolocation. Pole Star will work with partners to develop the applications and provide the best visitor experience possible.

### **Transforming the Smartphone into an invaluable personal assistant thanks to Pole Star indoor location**

According to an analysis made by Consumer Lab (Ericsson) in 2012<sup>1</sup>, 76% of the people who have Smartphones are open to using them daily for route planning or other geo-located options.

Today, people use their Smartphones all the time. Pole Star, thanks to its NAO Campus® solution, is revolutionizing how Smartphones are used and has brought a new dimension to users who spend 80% of their time indoors. **The Pole Star solution offers real-time assistance anywhere-on public transportation, in a shopping mall, and while visiting an exhibit at la Cité des sciences et de l'industrie. The user has access to turn-by-turn guidance every step of the way while receiving information related to where he or she is.** Users can also participate in geo-located games and access social networking functions thanks to auto-check-in which allows you to share your position with people at the same venue. **Today, Universcience and Pole Star are committed to developing the many exciting functions offered by a NAO Campus® powered application.**

*« There is absolutely no doubt that today the Smartphone must be at the center of communication between venue operators and their visitors. Thanks to the new context-based dimension provided by indoor location, the Smartphone is the premier channel to provide the right information in the right place and at the right time. We are very happy with this new project at La Cité des Sciences et le Palais de la Découverte as it will enable us, once again, to expand and evolve general public usage of indoor location. The involvement of partners such as Google testifies to the fact that the market is fast-expanding. We have been anticipating this development for ten years now and consequently we have the technological lead and maturity to address the mass market. »* concludes **Christian Carle, CEO of Pole Star.**

#### **About Pole Star**

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<sup>1</sup> L'analyse 2012 du ConsumerLab d'Ericsson porte sur les réponses de 2 900 personnes interrogés en France au total, au travers des différentes études

Pole Star, created in 2002 and based in France (Toulouse & Paris) and the United States (Palo Alto, California), is the indoor positioning leader. With ten years proven industry experience and over 43 million square feet covered in the world by NAO Campus®, the most cost-effective, scalable indoor positioning service available, Pole Star is the benchmark in indoor location solutions. iPhone and Android compatible, NAO Campus® is available on 80% of the world's Smartphones. An invaluable personal assistant, an application powered by NAO Campus® allows venue owners to interact directly and in real-time with their visitors. Pole Star already has an impressive customer portfolio including airports, malls, and convention centers throughout the world along with an extensive, trusted partner network.

Offering extremely low energy consumption and optimal Smartphone autonomy, NAO Campus® is entirely embedded and requires no data connection. It can be integrated at the level of the application, hardware or mobile operating system and operates with existing Wi-Fi infrastructure. Based on an innovative hybrid technology combining Wi-Fi, Bluetooth low energy and Smartphone integrated motion sensors, the Pole Star indoor positioning solution is supremely accurate, adapts to any environment and is designed to be deployed on a multi-venue basis. NAO Campus® also includes a set of software tools allowing partners to deploy it quickly and independently anywhere in the world.

For more information about Pole Star and their products, visit : [www.polestar.eu](http://www.polestar.eu) or [www.polestarusa.com](http://www.polestarusa.com)

“NAO Campus” and “NAO” are trademarks of Pole Star. Other product or service names mentioned herein may be the trademarks of their respective owners.

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### **About Universcience**

On January 1st, 2010, the organization including La Cité des sciences et de l'industrie and Le Palais de la découverte, created Universcience, a new public foundation to promote scientific and technical culture.

Based on the identity and expertise of the two founding institutions, the new organization, presided by Claudie Haigneré, is committed to ensuring that everyone, no matter how old he or she is, should have access to new tools and resources to grasp the increasingly complex, fast-evolving world.

By fostering a passion for science in young people, Universcience hopes to encourage youth to choose scientific and technical careers, which are an essential component of a vibrant economy and social cohesion.

Created in 1937 by Jean Perrin, a Nobel prize-winner in Physics, and within the framework of the International Exhibition «Arts and Techniques in Modern Life », Le Palais de la découverte is located in the heart of Paris, in the west wing of the renowned Grand Palais. In this historic building, Le Palais de la découverte is committed to making science, both its methods and results, accessible to the general public thanks to an ever-changing range of interactive and user-friendly experiments and demonstrations.

At once a museum, conference center, theatre, and library specialized in science and technology, as well as a resource center, La cite des sciences et de l'industrie offers visitors a multitude of opportunities to discover science as well as to consider the latter's potential impact on society.

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