

**SNCF Gares & Connexions renews its confidence in Pole Star for the maintenance and expansion of its indoor geolocation service in major French stations.**

Toulouse, Mai 2<sup>nd</sup>, 2023 - Pole Star, the world leader in indoor geolocation, announced today the renewal of its contract with SNCF Gares & Connexions for the maintenance of its indoor geolocation service in major stations in France, as well as the expansion of the service to new stations. This contract aims to meet the needs of passenger applications as well as various professional and security needs.

Thanks to this contract, Pole Star will deploy the service in new stations and maintain the indoor geolocation service in the 31 major stations in France where it has already been deployed, providing real-time location information inside the buildings for passengers, SNCF staff, and service providers working inside. This service, already integrated into the "[Ma Gare SNCF](#)" mobile application, enables travelers to easily find their way, track their itinerary in real-time, and receive personalized information based on their location.

Moreover, the indoor geolocation system can also be used to meet professional and security needs, such as locating maintenance teams and security agents, managing passenger flows, and monitoring restricted access areas.

According to Eric Madigou, Deputy Digital Director of SNCF Gares & Connexions, "Indoor location is a key element in the passenger experience and in improving services in stations. It can also help us to meet the growing needs of professionals working in stations. We are delighted to continue and strengthen our collaboration with Pole Star."

On the other hand, Christian Carle, CEO of Pole Star, is pleased with the renewed confidence from SNCF Gares & Connexions: "We are particularly proud to continue our collaboration with SNCF Gares & Connexions to improve the experience of millions of travelers every year. This new contract demonstrates the quality of our solution and our expertise in the field of indoor location."

#### About Pole Star

Pole Star is the world leader in indoor geolocation. Founded in 2002 in Toulouse, France, with a presence in Europe and the United States, the company has developed recognized expertise in high-reliability and easily deployable indoor location services, thanks to its innovative multi-sensor and multi-technology solution and its [NAO Cloud platform](#), a unique gateway to all the features of the NAO suite and access to statistical data. Pole Star is now a leading provider of indoor geolocation solutions, offering services to companies and organizations worldwide.

More information : <https://www.polestar.eu/>

Press contact : [info@polestar.eu](mailto:info@polestar.eu)