

Pole Star USA & Connexient Partner to Accelerate Indoor Navigation and Location-based Services for the Healthcare market in North America

Los Altos, CA & New York, NY, October 27th 2015 - Connexient and Polestar USA announced today a partnership agreement to accelerate their technical and business collaboration to deliver best-of-breed Indoor Navigation and Location-based Services solutions for enterprises with large, complex facilities. The agreement is a product of the marketplace success of their joint solution in North America and Canada, with over 15 major medical centers now in deployment with Connexient's MediNav solution, powered by Polestar Indoor Location technology.

Pole Star's technology offers several level of services through a unique SDK and several APIs, aiming at partners and integrators to develop the service layers on top of the Pole Star technology (Blue Dot/Indoor Positioning, Wayfinding, Micro Location/precise Geo-fencing, Indoor Location Analytics for Business Intelligence).

Connexient has integrated Pole Star technology into its MediNav™ Navigator v. 2.0 Edition, the most advanced indoor navigation mobile application available, with rich features that users have come to expect from Google or Apple in the "outdoor" world:

- **Locate Me Feature.** Instantly positions user and displays current location on indoor map
- **Where Do You Want to Go?** Providing 1-step navigation
- **True turn-by-turn indoor navigation**
 - Automatic camera positioning and orientation to current user location and route direction
 - Navigation cues and visual landmark references
 - Location-based user prompts for turns and other navigation actions
 - Off-route notification and route recalculation

In addition to Connexient's deployments in the US and Canada, the two companies are working on the deployment of the solution in South America, Europe and the Middle East.

About Pole Star

Pole Star USA is a fully owned subsidiary of Pole Star. Pole Star, founded in 2002 and based in Europe and the United States, is the pioneer and world leader in indoor location. Pole Star's mission is to deliver high performance and complete range of indoor location services for venue owners and mobile solution providers Covering over 100 million square feet of indoor areas in more than 45 countries. Pole Star has an impressive customer portfolio along with a trusted partner network that have been trained to support and integrate the NAO Campus® technology in their global offerings, which can now be done quickly and affordably using Pole Star's patented and revolutionary Cloud-based indoor location service. Pole Star delivers SDK to its partners enabling an easy integration into mobile app and APIs offering several level of services from the "Blue dot" and Indoor Positioning to Real time Indoor Location Analytics through precise geofencing and proximity detection. This

complete range of indoor location solutions revolutionizes relationships between venue owners, and consumers or visitors allowing them to interact at each point during their visit.

About Connexient

Connexient (www.connexient.com) provides innovative Indoor Navigation and Location-Based Services (LBS) Solutions for enterprises with large, complex buildings and campuses. The **MediNav™ Navigator Edition** Patient Experience solution helps hospitals and healthcare networks to increase customer satisfaction and loyalty, reduce missed or late appointments and improve HCAHPS scores.

More than just a mobile app, Connexient's mission and vision us to **location-enable the Enterprise**. The Connexient API + SDK enables its clients to integrate its rich, navigation quality indoor maps and location services across Enterprise IT for asset tracking, operational intelligence and workflow, security and more, with use cases that bring compelling value to users and direct ROI in capturing lost revenue, reducing costs and increasing efficiency.

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*@Connexient & @PoleStar_ are conquering the #Healthcare market across the USA and beyond >
<http://bit.ly/1OUqOqt> #Indoorlocation #iBeacon*

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