

MOCA and Pole Star power MWC 2016 with the most advanced proximity marketing and geolocation solution

BARCELONA (February 16, 2016) -- Pole Star, with its end-to-end, accurate and scalable indoor solution, and MOCA, with its location-based mobile engagement platform, have been chosen once again by Fira Barcelona to be official providers for the GSMA Mobile World Congress 2016.

Pole Star's technology integrated with the MOCA solution delivers added value for visitors, exhibitors and organizers alike, by providing incomparable geolocation and context-aware marketing services like never before.

This joint solution is based on 3 service levels which combine users' geolocation with other data to expand the added value of contextualized messages. Thanks to this combined solution, visitors will be guided through the 240,000 m² of Fira Barcelona, receiving highly-personalized notifications based on proximity and will benefit from an intelligent Recommendation System aiming at enhancing networking efficiency. Using geofencing, the exhibitors will be able to interact with attendees and attract them to their booths. Finally, Indoor Location Analytics brings a powerful analysis tool to the event organizer, providing the necessary knowledge to understand the behavior and preferences of attendees.

"We are especially proud that, for the third consecutive year, Fira Barcelona has placed its trust in us by taking full advantage of our solution, which serves many new exciting innovative use cases, noted Christian Carle, CEO of Pole Star.

"We are very excited to showcase all the capabilities of MOCA in the MWC. This year we introduce three new services that open up new opportunities for companies interested in improving their digital marketing strategies", said Maria Fernanda Gonzalez, CEO and co-founder of MOCA.

About [Pole Star](#):

Pole Star is the pioneer and world leader of indoor location. The company provides a complete range of high performance indoor location services for venue owners and mobile solution providers, covering over 10 million sqm of indoor areas worldwide. Meet Pole Star and discover its revolutionary technology: [Hall 5, Stand 5B41, French Tech Pavillon](#).

About [MOCA](#):

MOCA is the most advanced location-based engagement platform for mobile. MOCA uses machine learning algorithms to get in-depth data analysis on customer behavior, helping companies to improve their digital marketing strategies. Meet MOCA and discover how to boost sales and increase profitability: [Hall 8.1, stand B75](#)

Contacts

Pole Star

Araceli Gonzales, +33534609527

araceli.gonzales@polestar.eu

MOCA

Elizabeth Goicochea, +34935044902

eli@mocaplatform.com