

Pole Star's indoor location technology helps Schiphol Airport to improve travelers experience and be the preferred Transport Hub for travelers and airlines

Toulouse – April 21, 2016 - Pole Star, the leader in indoor location, deployed its solution to guide passengers through the 500,000 m² (5,400,000 sqft) of Amsterdam Airport Schiphol, the main airport of the Netherlands and one of the largest in Europe.

After a benchmark phase, Schiphol has selected Pole Star to set up the Indoor Location service in all the terminals. Pole Star's NAO indoor location SDK is integrated in the Schiphol mobile application, delivering Indoor Location Based Services. Thanks to the new features and services of the Schiphol mobile app, enabled by Pole Star's technology, passengers can relax, find their way and navigate in all public areas of the airport without stress.

About 2,000 NAO BlueSpot beacons have been installed all over the airport in order to enable the location service. Schiphol Group has managed the complete set-up of the solution autonomously thanks to Pole Star's easy-to-use set-up tools suite whose corner stone is the scalable NAO Cloud platform. The beacons infrastructure and the location service are monitored and maintained through NAO Cloud, ensuring constant Quality of Service over the time.

Pole Star indoor location products are serving the 58 million travelers transiting every year by the Schiphol airport and contributes to continuously improve the traveler's experience. The location service setup by Schiphol Group also gives the opportunity to airlines to develop innovative services.

"Schiphol Group's ambition is to continue developing Schiphol to be Europe's Preferred Airport, for travelers and airlines alike. We are proud to bring measurable added value to this strategy and to significantly contribute to the high rating given by the passengers to Schiphol airport who elect it as their favorite point of departure or transfer" said Christian Carle, CEO of Pole Star.

"Indoor location technology has not often been successfully implemented in complex environments like Schiphol Airport. We're satisfied with Pole Star's indoor location solution that was integrated with our mobile application. This contributes to Schiphol becoming the best digital airport of Europe" said Albert van Veen, CIO of Schiphol Group.

About Pole Star

Founded in 2002 and based in Europe (France, Toulouse) and the US (Los Altos- California), Pole Star is the pioneer and leader in indoor location. Pole Star provides to site owners and to mobile solution providers a high quality of service, efficient and extensible across multiple sites around the world. Covering more than 10 million square meters in 25 countries, Pole Star has gained the trust of many customers among airports, shopping centers, department stores, exhibition centers, corporate buildings and built a strong network of international partners. Pole Star provides its partners and customers with a full and comprehensive product suite comprising a robust Bluetooth Low Energy beacon, the highly advanced core location engine, thanks to a SDK and several APIs to cover all cases and a platform offering the full access to all the services from the implementation to the supervision of the services and their maintenance.

The Pole Star offering, revolutionizes the relationship between the venue owners and their visitors, travelers and customers, allowing them to smartly interact at every step of their visit.

About Schiphol Group

Schiphol Group, through its activities and the strength of the group, invests for growth and the highest quality standards. By joining forces with those of their trading partners, authorities and local communities, Schiphol Group realizes their ambition to develop Mainport Schiphol as a multimodal center. Schiphol Group positions Amsterdam Airport Schiphol as the preferred airport in Europe - the first choice for passengers, airlines and logistics providers. Over the years, Schiphol has grown to become one of the largest airports in Europe, with 322 direct destinations.

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