

POLE STAR, French leader in indoor geolocation, continues deployment of NAO Campus® Delivery of the solution to Aéroports de Paris

Pole Star, the French leader in indoor geolocation solutions, in conjunction with its partner Hub Télécom, has just delivered its NAO Campus® solution to Aéroports de Paris. NAO Campus® is the leading operational 3D indoor geolocation system available on the market. Pole Star's technology is integrated into the mobile application developed by Aéroports de Paris Group, and the first tranche is deployed at the Charles de Gaulle airport in terminals 2E, 2F, S3 and zone MN, which includes the access corridors to the train station.

Now, thanks to Pole Star technology, Aéroports de Paris provides a mobile application available on smartphones, "My Way Aéroports de Paris", to users of Europe's second busiest airport to facilitate movement between the two terminals, the train station and the boarding terminal. New services will enable passengers to optimize transit time with increased comfort, thanks to step by step guided itineraries, display of transit times to boarding gates, real time info, including news, promotions, etc., as well as more ease in finding their vehicle in the parking lot, accessing the taxi stands and public transport areas, finding contacts, etc.

Thanks to its maturity and robustness, NAO Campus ® is the only solution suited to this rapid implementation on such a large scale (more than 200,000 m2 covered on 4 levels). For Pole Star, this is not a mere experiment within a limited service area, but rather, a large scale, fully operational deployment of a public service for 58 million potential users.

Christian Carle, CEO and co-founder of the company says *"We are particularly proud to accompany the Paris airports and Hub Télécom in implementing their mobile strategy. The selection of NAO Campus® by Aéroports de Paris, according to competitive benchmark criteria, involved a process of rigorous selection through several stages. At the end of the last stage, NAO Campus ® technology came out ahead in terms of operational evaluations and comparisons of all offers. This decision by Aéroports de Paris demonstrates and reinforces our leadership in the field of indoor geolocation. This contract confirms that we have made the correct technological and strategic choices. We are now working to establish long-term relationships of trust with our partners and customers who will benefit from our unique experience and the latest developments in future versions of NAO Campus ®. Our strategic vision and our technological lead enable us to be ready for the market at this crucial moment as it enters a phase of significant growth, driven in particular by mobile uses"*.

Pole Star

Creation: January 2002 in Toulouse

Co-founders: Christian Carle & Jean Chenebault

Location: France (Toulouse - headquarters)

2010 revenues: €1.2 million

Core business: recognized leader for indoor localization solutions serving pedestrians and multimodal navigation

Registered Trademarks: Pole Star®, NAO®, NAO City® and NAO Campus®

Press contact : Hima360 – 140bis, rue de Rennes – 75006 Paris

Anne KASSUBECK

Cell : +33 623 15 31 45 - akassubeck@hima360.com