

## **POLE STAR, French leader of indoor geo-location solutions, strengthens its presence in the United States**

Pole Star, located in the heart of San Francisco via a subsidiary, is strengthening its presence in the United States. The French Leader of indoor localization solutions is pursuing development in North America, where the major players in the sector are concentrated. To achieve its objectives, the Group has appointed new team members.

### **Main Objectives**

Christian Carle, CEO-founder and Jean Chenebault, COO-founder of Pole Star, have two objectives:

- Accelerate business development in North America
- Increase proximity with ICT and telecommunications players to facilitate partnership implementation

### **The New Team**

A new organization has been established to ensure growth and proximity to customers.

In early January 2012, **David Wenning** will join Pole Star's North American team as **VP Sales North America**. Mr Wenning's career has given him knowledge and expertise of the geo-location and individual mobility market. He has worked for Palm, Apple, Tom-Tom and Parrot.

**Stéphane Terrenoir**, who joined Pole Star in 2006 and is currently head of software development, will join the North American team to **direct engineering and operations in North America**

Furthermore, Pole Star is continuing to build its organization in France. **Jean Chenebault**, COO, is in charge of Pole Star's day-to-day operations in Toulouse.

**Jean-Baptiste Prost** left Motorola to join Pole Star in 2003 as Technical Director. He will become Deputy CEO.

**Yan Bertrand**, also formerly with Motorola, joined Pole Star in 2009. He has been appointed head of the newly created **Operations Division**, responsible for presales, delivery to customers and after-sales support.

**Gaetan Gachet**, currently in the United States, will also reinforce the European commercial branch in early 2012. He will be **responsible for sales and marketing in France and Northern Europe**, working from the company's Paris office.

As CEO, Christian Carle will continue to ensure the Group's governance in France and the United States.

### **Pole Star**

**Creation: January 2002 in Toulouse**

**Location: France (Toulouse - headquarters)**

**2010 revenues: €1.2 million**

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

**Co-founders: Christian Carle & Jean Chenebault**

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