

## Pole Star Automates Its Indoor Location Solution on All Android Mobile Terminals



PARIS, Feb 23, 2012 (BUSINESS WIRE) -- Pole Star, a pioneer and leader on the indoor positioning market, announces a major evolution in NAO Campus(R):

auto-calibration. This new feature automatically adapts the location service to all mobile devices including Smartphones, PDAs, PNDs, laptops, netbooks, and PC tablets while maintaining highly accurate location and user guidance.

**Faster deployment and easier maintenance** This new feature of NAO Campus(R) allows customers such as airports, shopping malls and convention centers as well as partner integrators to implement the product faster with no added cost or location service adaption to different terminals. Auto-calibration facilitates maintenance and guarantees optimal service quality for new terminal models. Aeroport de Paris was the first customer to benefit from the new NAO Campus(R) function for its application, My Way.

**NAO Campus(R) defines position with no network connection** The indoor location companion, NAO Campus(R) is embedded in the application, the OS or the chip dispensing with a remote location server or a communication link. Position is calculated by NAO Campus(R) in the terminal guaranteeing position data confidentiality, protecting user privacy and eliminating data connection cost. Offering fast startup, accuracy, a multi-level and indoor/outdoor transition, NAO Campus(R) serves the most innovative applications

**NAO Campus(R): more mature than ever** " Ten years of R&D on the indoor location market plus our unrivalled ground experience with 2.5 million m(2) of buildings covered by NAO Campus (R), give us a genuine edge and technological maturity. By facilitating deployment and maintenance, auto-calibration is in line with our development strategy: service quality and large scale deployment via our partner network." says Christian Carle, CEO of Pole Star.

**About Pole Star :** Created in 2002 and based in Toulouse, Paris and San Francisco, Pole Star is the leader in indoor location. With ten years ground experience and 2.5 million M(2) covered throughout the world, Pole Star is renowned for its high performance technology and has an impressive customer portfolio including airports, shopping centers, convention centers and industry leaders.. The Pole Star solution has been designed for multi-site use and integrates software tools allowing partners to deploy it independently all over the world. [www.polestar.eu](http://www.polestar.eu) Pole Star will be at Mobile World Congress 2012 (Barcelona)

SOURCE: Pole Star