



## Smart phone Indoor positioning: [Pole Star](#) undergoing initial customer field tests on iPhone

Toulouse, April 17 2012 - For [the Passenger Terminal Expo 2012](#) (Vienna-April 18-20), Pole Star announces the launch of iPhone field tests for its indoor positioning solution NAO Campus®. Already available on Google Play (Android Market), NAO Campus® powers the most innovative indoor positioning mobile applications, providing fast startup, accuracy, and multi-level and indoor/outdoor transitions. Visitors to airports or shopping malls access targeted information and services, tightly linked to their current position: geolocalized couponing, navigation and turn-by-turn guidance, accessibility for people with reduced mobility, distance and time from start point to end point, visitor flow and behavior-based statistics, and more. Aéroports de Paris has already adopted NAO Campus® for its Android mobile application [My Way Aéroports de Paris](#)

Pole Star, a pioneer and leader in the [indoor positioning](#) market, is now demonstrating a version that supports the latest generation of iOS 5 iPhones. Field tests are underway in collaboration with multiple partners: airports, shopping malls and convention centers. The tests will lead to first deployments of the NAO Campus® solution for iPhone this summer. Applications embedding the NAO Campus® indoor location companion are already available on Google Play (Android Market) and will be available on the iPhone App Store in compliance with Apple's review guidelines.

### Tests underway in partnership with Aéroports de Paris and Hub Télécom

Aéroports de Paris (ADP), a longstanding Pole Star customer, remains on the leading edge. In July, 2011, ADP released its first mobile application driven by [NAO Campus®](#) indoor location technology. [My Way Aéroports de Paris](#), initially compatible with all Android phones, is a free application that guides passengers at the Paris-Charles de Gaulle airport. [Hub Télécom](#), a Pole Star partner and distributor, is also actively involved in this phase of iPhone field tests, as the telecom operator is responsible for deploying and operating the airport's broadband Wi-Fi network.

"NAO Campus® indoor location technology has truly proven itself on Android, guiding our passengers in real time. We have decided to invest in this phase of testing to speed the release of our My Way Aéroports de Paris application on iPhones," said Olivier Tarneaud, Aéroports de Paris Marketing Director.

**Pole Star's indoor positioning service will be compatible with 75% of the world's smartphones**

*"Many customers have requested the availability of our indoor location service to the iPhone platform and we are eager to work with them for this phase of field tests. Our unrivaled field experience, with more than 3 million square meters now covered by [NAO Campus®](#) on a worldwide basis, give us a genuine edge and technological maturity. Bringing our service to iPhones is another huge advance that will make NAO Campus® potentially available to 75% of smartphone users,"* said Christian Carle, Pole Star CEO.

Pole Star will be in Vienna for [Passenger Terminal Expo 2012](#) from April 18-20. Please visit our team at **stand 1030** to see the features, the value-added and performance of our indoor location for big building owners such as airports.

**About Pole Star:**

Created in 2002 with headquarters in France (Toulouse & Paris) and United States (Palo Alto), Pole Star is the leader in indoor location. With ten years ground experience, Pole Star is renowned for its high performance technology and has an impressive customer portfolio including airports, shopping centers, convention centers and industry leaders. Embedded in the mobile phone, NAO Campus® may be integrated at the application, hardware or OS level and deployed on the basis of the existing Wi-Fi infrastructure. 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.

To learn more about our indoor positioning solutions: [www.polestar.eu](http://www.polestar.eu) or [www.polestarusa.com](http://www.polestarusa.com).

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