

PRESS REVIEW

GEO Connexion
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Pole Star customer field testing the iPhone

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Smart phone Indoor positioning: Pole Star undergoing initial customer field tests on iPhone

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.