



Toulouse Blagnac Airport is now covered by NAO Campus®, the Pole Star indoor location solution

Toulouse, October 4th 2012 – Pole Star, a pioneer on the indoor location market, and its commercial partner, Hub Télécom, the Wi-Fi operator, have provided Toulouse Blagnac Airport with an innovative pilot mobile application powered by NAO Campus®, the Pole Star indoor positioning solution. The airport is testing this service to improve passenger comfort right from arrival at the airport all the way to the boarding gate, while better managing visitor traffic and helping passengers get to where they want to go easily and on time.

Interacting directly and in real-time with passengers via geo-located Smartphones

The Toulouse Blagnac Airport has decided to test the Pole Star indoor location service to better serve passengers right from their arrival at the airport parking lot all the way to the boarding gate. The NAO Campus®-powered mobile application will guide passengers every step of the way to the shops or services they want while indicating time to destination and waiting times at the different key points on the route.

« When passengers arrive at the airport, we don't know exactly where they are and we have to wait for them to come to us with their boarding passes. The pilot developed by Hub Télécom and Pole Star and powered by the NAO Campus® indoor location solution, allows us to accompany each passenger via his or her Smartphone. Depending on their itinerary in the airport, we know exactly where each passenger is and we provide them with useful real-time information. Ultimately, this system could help us to better manage visitor traffic and improve customer satisfaction.» explains Laurent Verbiguié, Head of Information Technology and innovation at the Toulouse Blagnac Airport.

A solution based on existing Wi-Fi infrastructure and integrated into the mobile application

Using the existing Wi-Fi infrastructure, NAO Campus® is a multi-network fusion engine capable of managing transitions between GPS (which does not work inside the airport), Wi-Fi and motion sensors located inside the Smartphone. This limits the density of the Wi-Fi network needed and minimizes deployment costs while providing optimal accuracy from 1 to 5 meters.

NAO Campus® is embedded into the Smartphone application and offers many advantages over solutions which operate with a remote server: no Wi-Fi or data connection is needed providing greater comfort at a minimum cost to the user. This solution provides a real time positioning without latency to communicate with the server and ensures minimum battery consumption. NAO Campus® indoor positioning solution is compatible with both Android (Google) and iPhone (Apple) which together account for 80% of the Smartphone market.

NAO Campus®: winning over airports and other large venues

In July 2011, Paris-Charles de Gaulle Airport integrated the NAO Campus® indoor location solution into its application, [My Way Aéroports de Paris](#). A free service to guide passengers, My Way Aéroports de Paris was extended to cover the entire airport in June 2012.

“We are proud that Toulouse Blagnac Airport has decided to test our indoor positioning solution and we are committed to making this a long term partnership to ensure that passengers benefit from the service. Commercially available for three years, NAO Campus® is the most mature, cost-effective, and reliable indoor location service on the market for complex venues such as airports. The market is mature, airport operators are aware of the value of communicating in real-time with their passengers and we are under deployment in many European and American airports.”
says Christian Carle, CEO of Pole Star.

About Pole Star

Pole Star, created in 2002 and based in France (Toulouse & Paris) and the United States (Palo Alto), is the indoor positioning leader. With ten years proven industry experience and over 43 million square feet covered in the world by NAO Campus®, the most cost-effective, scalable indoor positioning service available, Pole Star is the benchmark in indoor location solutions. iPhone and Android compatible, NAO Campus is available on 80% of the world's Smartphones. An invaluable personal assistant, a NAO Campus® powered application allows venue owners to interact directly and in real-time with their visitors. Pole Star already has an impressive customer portfolio including airports, malls, and convention centers throughout the world along with an extensive, trusted partner network. Offering extremely low energy consumption and optimal Smartphone autonomy, NAO Campus is entirely embedded and requires no data connection. It can be integrated at the level of the application, hardware or mobile operating system and operates with existing Wi-Fi infrastructure. Based on an innovative hybrid technology combining Wi-Fi, Bluetooth low energy and Smartphone integrated motion sensors, the Pole Star indoor positioning solution is supremely accurate, adapts to any environment and is designed to be deployed on a multi-venue basis. NAO Campus also includes a set of software tools allowing partners to deploy it quickly and independently anywhere in the world.

For more information about Pole and its products please visit : www.polestar.eu or www.polestarusa.com

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Contact Presse :

OXYGEN RP:

Audrey Legaigneur-

+33(0)1.41.11.37.83

alegaigueur@oxygen-rp.com