

Pole Star reveals NAO Cloud, at the Mobile World Congress in Barcelona, The first online indoor location platform «in the box»

**Universal, multi-technologies and scalable, NAO Cloud is the one stop shop for any
worldwide location based service provider**

PALO ALTO, Calif., February 25th 2013 – [Pole Star](#), the pioneer and world leader in indoor location technologies, is redefining the future of the indoor location market with the launch of its new indoor location platform, **NAO Cloud**.

NAO Cloud simplifies the deployment of indoor location solutions by introducing an automated deployment process that dramatically reduces time-to-market and the costs of indoor location based services. **NAO Cloud** integrates the NAO Campus Software Deployment Kit (SDK), and enables customers and partners to deploy NAO Campus, Pole Star's indoor location solution, in just a few hours, by using cloud-based software tools as well as Positioning Databases already available and shared by worldwide partner program members.

In addition, third parties will have access to **NAO Cloud**'s crowdsourcing capabilities, eliminating field interventions for a simpler, faster and more affordable deployment and maintenance process. Behavioral analytics or geofencing are also supported by **NAO Cloud** in order to maximize the monetization of value added location based services.

The **NAO Cloud** platform targets a wide range of businesses like venue owners, advertising platform providers, application developers, global solution integrators or networks operators. **NAO Cloud** makes deployment, integration in mobile apps and maintenance of indoor positioning services a simple process, from a single venue to a worldwide multi-site coverage. As part of Pole Star's partner program strategy, **NAO Cloud** enables anyone to easily and quickly adds indoor location services to their services offering.

“The indoor location services market has reached maturity. Multi-venue owners, marketing agencies and major telcos understand the challenges and the value of hyper-local information and real-time interactions with customers and related Indoor Location Analytics. Indoor positioning is the core technology that brings high value,” says Christian Carle, CEO of Pole Star. *“NAO Cloud is the result of years of innovation and deep market experience through very large and complex field deployments around the world.”*

2012: major accomplishments to reach scalability

Last year, Pole Star achieved several major innovation milestones. Such as the integration of Bluetooth Low Energy and Inertial Sensors in its NAO Campus fusion engine, in addition to Map Data, Wi-Fi and GPS signals. The dynamic combination of these technologies provides today the best indoor location performance results in the market, while addressing any type of building and minimizing network infrastructure & deployment and maintenance costs.

The NAO Campus solution is now available for more than 80% of the smartphone market, compliant with Android and iPhone devices and integrated in consumer applications on the Google Play Marketplace and the Apple App Store.

Today, Pole Star's indoor location solutions have been deployed in more than 43 million square feet, in 15 countries such as airports (Paris Charles de Gaulle), shopping centers in Europe and North-America, museums and department stores. In 2011, Pole Star opened its North American headquarters in Palo Alto and has expanded its international presence in 2012, building deep partnerships with companies in Europe, North-America, Asia, Australia and the Middle East. Finally, at the end of 2012, in time for the holiday season, Pole Star launched, its living lab mobile application, Mall Buddy, that covers 9 of the biggest malls in Silicon Valley, from San Francisco to San Jose and demonstrate the worldwide extension capability of the Indoor location service.

About Pole Star

Pole Star, created in 2002 and based in Europe (France -Toulouse & Paris) and the United States (Palo Alto, California), is the pioneer and world leader in indoor location. Pole Star mission is to deliver high performance, scalable and long lasting quality of service to venue owners or mobile solution providers anywhere in the world. With over 43 million square feet covered by NAO Campus in 15 different countries, Pole Star already has an impressive customer portfolio including airports, malls, department stores, convention centers and museums. Pole Star relies on extensive and trusted worldwide partner network to propose a complete range of end-to-end solutions integrating Pole Star's flagship product, NAO Campus.

In 2012, Gartner ranked [Pole Star](#) as one of the most promising companies in the indoor location market ("Competitive Landscape: Indoor Positioning Technologies", Annette Zimmerman, November 8th 2012).

For more information on NAO Campus, please visit www.polestarusa.com

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