

PRESS REVIEW

Forbes
March 26th 2013

TECH | 3/26/2013 @ 9:28PM | 1 088 views

Pole Star Unveils Indoor Location Cloud For iPhone, Android (video)

Indoor location is becoming hot again.

On the heels of [Apple](#)'s recent acqui-hire of indoor positioning startup Wi-FiSLAM, for an estimated \$20 million, competitor [Pole Star](#) unveiled NAO Cloud, a cloud-based indoor GPS service.

The promise? Allow telecom operators, system integrators and large venues like shopping malls, airports, university campus or museums to deploy indoor location services quicker – days vs. months – and at a much lower cost.

“Apple’s acquisition of WiFiSLAM confirms the strategic value of indoor location and its impact on the future of commerce,” explains Pole Star CEO, Christian Carle. “NAO Cloud is the next generation of indoor positioning technology. It’s entirely cloud-based for rapid deployment, leverages many wireless technologies (Wi-Fi, Bluetooth, GPS, sensors...) and, most importantly, it’s compatible with all the major smartphones on the market today, including iPhone and Android.”



An indoor map of the Valley Fair mall in Silicon Valley from Pole Star's Mall Buddy application (Android)

Indoor location helps navigate inside buildings, revolutionize commerce

Palo Alto, Calif.-based Pole Star has over 10-years experience developing and deploying indoor location technology Carle says, with large customers including Europe's second largest airport (Charles De Gaulle) and many large malls across the continent.

“Unlike all the other indoor location startups that are still at the piloting phase, Pole Star has real paying customers with more than 53 million square feet covered by our technology, in 16 countries and with a 3D accuracy of 2 meters!”

With indoor location, users can get turn-by-turn directions inside buildings, just as they would outdoor with GPS. While retailers can target consumers as they get closer to their shops, sending promotions and coupons directly to their smartphone.

“Indoor location services bring real convenience for shoppers, helping them navigate inside buildings, while giving retailers the opportunity to increase sales and improve customer loyalty,” Carle adds.

Another major player in the indoor positioning market is [Google](#) with over [10,000 floor plans](#) in 13 countries. However, indoor Google Maps only works on Android leaving Apple (WiFiSLAM), [Microsoft](#) (Bing Venue Maps), [Nokia](#) (In-Location alliance) and [Blackberry](#) looking for alternatives.

Below is a short video interview of Pole Star's CEO I did last week, talking about the company and its technology:

