



Pole Star selected by AlwaysOn as OnMobile Top Mobile Company to Watch in 2013

- Pole Star has been recognized among hundreds of other technology companies for its revolutionary Indoor Location solution, and its innovative business model.
- Since the launch of the first version of NAO Campus – 7-years ago - Pole Star became a key player in the evolution of the indoor location market.
- Pole Star’s NAO Campus solution, available for iPhone and Android devices, is now covering over 64 million square feet in more than 20 countries, including airports, malls, department stores, convention centers and museums.
- The company has been selected by AlwaysOn for 3 major disruptive innovations in the last 10 months that made indoor location as simple as using GPS.

PALO ALTO, Calif., Oct 8th, 2013 – Pole Star, the pioneer and world leader in Indoor Location technology, today announced that it has been chosen by AlwaysOn as one of the OnMobile Top 50 Companies to Watch in 2013.

Inclusion in the OnMobile Companies to Watch signifies leadership among its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. Pole Star was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

The OnMobile Companies to Watch winners were selected from hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2013 list.

Pole Star revolutionizes Indoor Location and opens the door to new sets of applications and digital engagement for venue owners and their visitors

In 2012, Pole Star launched NAO BlueSpot, the first low-cost BLE 4.0 (Bluetooth Low Energy) beacons for the indoor location market.. That opened the door for innovative indoor location functions such as proximity detection to identify that someone is inside a shopping mall and send different notifications while entering or exiting out of this area. Pole Star’s NAO Campus solution also provides more accurate and metric indoor location for in store navigation to physical products for instance and advanced analytics to develop new insights into opted-in consumer behavior. Today, more than 2,000 NAO BlueSpots - compatible with the latest Android version 4.3, iOS 6 and iOS 7 - have already been deployed in various venues, in Europe and the US.

In 2013, Pole Star revolutionized the indoor location market with its patent-pending automatic crowdsourcing technology and its NAO Cloud ILAAS platform, a world’s first, overcoming the last barrier of scalable indoor location services. With automatic crowdsourcing, the NAO Campus indoor location service is capable to automatically crowdsource and reference RF access point data. Multiple venues can now be covered by NAO Campus without any staff in the field, by simply collecting anonymously users’ smartphone RF data. Last but not least, NAO Cloud’s one-stop shop platform enables mobile solution providers to deploy easily indoor location services anywhere in the world.

Pole Star and the OnMobile Top 100 companies will be honored at AlwaysOn's OnMobile event on October 10th, 2013, at the Fox Theatre in Redwood City, CA. This exclusive event gathers the Global Silicon Valley's brightest minds at the historic Fox Theatre in the heart of Silicon Valley for a lively exchange on the top trends and most lucrative entrepreneurial opportunities in mobile.

"The new digital age is being developed and deployed in a mobile, connected world. Coupled with an increasingly stable and reliable cloud infrastructure, users are abandoning their tangle of wires and embracing the freedom of mobile technology. Business and consumer users alike are connecting more and more devices, and opening up new innovation opportunities in the Global Silicon Valley," says Tony Perkins, founder and editor of AlwaysOn. "This year's OnMobile Companies to Watch are continuing to disrupt the established technology norms, creating an exciting new market for applications and infrastructure solutions. We congratulate the 2013 OnMobile Companies to Watch—companies that our editors believe represent some of the highest-growth opportunities in today's private company marketplace."

"We are really proud to have been selected by AlwaysOn as one of Top 50 mobile companies 'To Watch'. We have a unique position and maturity on the market with a solution that is fully validated by customers and end-users worldwide. This selection also acknowledges our market leadership leveraging key differentiators and our rapid worldwide expansion. We made Indoor location as simple as GPS to offer the opportunity to our network of partners to create added value and generate new revenues," adds Christian Carle, the CEO of Pole Star.

<http://aonetwork.com/Announcing-the-2013-OnMobile-100-Companies-to-Watch>

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 and mobile solution providers globally. With over 64 million square feet covered by NAO Campus in 20 countries, Pole Star already has an impressive customer portfolio including airports, malls, department stores, convention centers and museums along with an extensive, trusted partner network. Pole Star solution includes a set of software tools allowing partners to offer a complete range of location based end-to-end solutions on a multi venue basis, integrating Pole Star's flagship product, NAO Campus.

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

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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)

About AlwaysOn

AlwaysOn is the leading business media brand connecting and informing the entrepreneurial community in the Global Silicon Valley. Founded by Red Herring founding editor, Tony Perkins in 2003, AlwaysOn's mission is to continue to lead the industry by empowering its readers, event participants, sponsors, bloggers, and advertisers like no other media brand

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