



## **Press Invitation to Mobile World Congress 2014**

### **Fira de Barcelona Selects Pole Star To Bring Geolocation Services To Tradeshow Visitors in its Gran Via venue**

**Palo Alto, Calif., February 13 2014** – Pole Star, the pioneer and world leader of indoor location solutions, is proud to announce that Fira de Barcelona – one of Europe’s most important trade fair institution – selected its NAO Campus solution to provide **real-time indoor and outdoor location services** to the numerous tradeshows hosted at the Gran Via venue in Barcelona.

Pole Star’s geolocation service covers both indoor and outdoor areas and will be embedded in the mobile applications (**iOS and Android**) offered by the different tradeshow events, through Location-Based services developed by Fira de Barcelona. These services help visitors quickly find their way, know the time needed to reach their selected point of interest and navigate around more than 2.6 million square feet of exhibit space.

NAO Campus® uses a combination of different wireless technologies to determine a visitor’s exact location, including Wi-Fi signals, Bluetooth Low Energy 4.0 beacons, GPS (for seamless indoor/outdoor transitions), in addition to the smartphone’s movement sensors.

Pole Star teamed up with local partner and mobility specialist Air-Fi for the successful on-site deployment in Barcelona.

Today, Pole Star’s **NAO Campus® technology covers over 64 million square feet in more than 20 countries**, including airports (Paris Airport, Toulouse), shopping centers and department stores (UNIBAIL RODAMCO : 4 Temps à La Défense, le Forum des Halles – Paris, 16 shopping malls in the USA, etc.), museums and exhibitions (Le Bourget Air Show, Devos Place, la Cité des Sciences et de l’Industrie).

To schedule a press meeting at the Mobile World Congress with Pole Star CEO Christian Carle, please contact Maiwenn Regnault (US) or Marion Avranche (Europe).

#### **Press Contacts**

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