

POLE STAR, French leader in indoor geolocation, announces a fundraising campaign of €2.7 million

Pole Star, French leader of indoor localization solutions and publisher of NAO Campus® - the leading 3D operational indoor geolocation system on the market – announces a fundraising campaign of 2.7 million euros, financed by iXO Private Equity, Hub télécom, Amundi and its historic shareholder Promelys Participations. The funds will be dedicated to financing Pole Star's growth.

The recognition of a technology leader in smartphones

Since April 2008, NAO Campus® has been implemented around the world (Europe, North America and Asia), in all types of buildings and environments (shopping malls, museums, train stations, airports, underground parking lots, hospitals, offices, and industrial sites), giving Pole Star its market-leader position. This wide distribution raises Pole Star's name recognition among major players in the United States. The fund-raising campaign, with an increase in capital, strengthens Pole Star's lead with its NAO Campus® offer in a very dynamic market.

Accelerated deployment in the United States

By September 2011, Pole Star will open an operational subsidiary in Silicon Valley, bringing Pole Star closer to its partners and boosting its commercial prospects, in a booming market stimulated by the actions of the major players. In addition, the objectives of Pole Star founders Christian Carle and Jean Chenebault naturally include strengthening the commercial development of NAO Campus® in Europe, with particular emphasis on markets in England and Germany.

R&D, an integral part of Pole Star's strategy

Innovation remains a key component of the company's strategy. Pole Star's continuing R&D work will evolve NAO Campus® towards new features to further improve overall performance (localization, deployment, maintenance, multi-platform and multi terminal compatibility) while strengthening the teams.

Christian Carle, Pole Star's CEO and co-founder, welcomes these investments : *"In the very short-term, indoor geolocation will become a must for all high added value mobile applications." Thanks to GPS (and Galileo in the near future) outdoor geolocation has become the basic function of all mobile applications. We have removed a sizable obstacle to the development of high value added localization services by bringing operational geolocation into buildings and covered spaces. With NAO Campus®, geolocation is now available indoors, providing an indispensable and differentiating value creation function within our clients' mobile applications. With the success of our offer, this fund-raising campaign enables us to strengthen our commercial and technical resources to meet increased demand and strengthen our leadership and presence in the global market. We share the same strategic vision with our investors, whose participation underscores our credibility."*

For Jean Verdier, Hub télécom's Chairman and CEO : *"Market developments and our customers' expectations have motivated us to quickly identify our growth opportunities." This investment therefore represents genuine opportunity in the context of extraordinary market potential. It represents the next logical step in pursuing our strategy. After having consolidated our expertise in WiFi, we now want to develop all of the services associated with this technology and we see Pole Star's solutions as innovative and efficient."*

Jean-Luc Rivière, Investment Manager at iXO PE said, *"We wanted to organize this fundraising campaign because we perceive Pole Star's technology as the most differentiated in the sector, so that it would grab industrial customers' attention. We're convinced the company can look forward to a bright future."*

About iXO Private Equity

The iXO Private Equity investment fund specializes in venture capital, LBOs and capital development. Toulouse-based iXO Private Equity, the largest independent regional player in France, manages €240 million of assets and invests €2-10 million per project throughout southern France.

For more information: www.ixope.fr

About Hub télécom

Hub télécom, a specialized subsidiary of Aéroports de Paris, comprises Hub télécom, a business telecom operator, and Hub télécom région, a French leader in the identification and traceability of goods and merchandise. The company – with expertise covering telecommunications, traceability and mobility – positions itself as the unique reference in the telecom and mobility market. In addition to its presence at most French airports and at certain highly specialized sites, Hub télécom and its subsidiary, Hub télécom région rely on a network of seven regional branches in France to meet the specific daily needs of nearly 2,300 companies and major accounts in the sectors of airports, logistics and distribution.

For more information, www.hubtelecom.com

Pole Star

Creation: January 2002 in Toulouse

Co-founders: Christian Carle & Jean Chenebault

Location: France (Toulouse - headquarters)

2010 revenues: €1.2 million

Core business: recognized leader for indoor localization solutions serving pedestrians and multimodal navigation

Registered Trademarks: Pole Star®, NAO®, NAO City® and NAO Campus®