

Nantes Atlantis Shopping center selects Pole Star to provide advanced indoor location services for iPhone and Android smartphones

Nantes Atlantis is the world's first shopping center to leverage a Wi-Fi and Bluetooth infrastructure to determine customers' exact location. Nantes Atlantis mobile app, integrating Pole Star's NAO Campus indoor location, is now available for download in the [Apple App Store](#) and [Google Play](#).

Paris, XX May 2013 – [Pole Star](#), the pioneer and world leader in indoor location technology, successfully deployed an end-to-end indoor positioning solution at Nantes Atlantis, integrating the [NAO Campus](#) indoor positioning solution in the shopping mall's mobile application... The shopping center is France's West region largest mall with more than 151 retailers including IKEA, Haagen-Dazs, Sephora and Apple Store.

Nantes Atlantis is also the world's first shopping center to deploy an indoor location solution using both Wi-Fi infrastructure and NAO BlueSpot, Pole Star's Bluetooth Low Energy 4.0 beacon, to determine a customer's accurate position. The implementation leveraged Pole Star's NAO Campus' unique fusion engine that combines hybrid wireless technologies such as Wi-Fi, Bluetooth Low Energy, GPS and smartphones' motion sensors. A unique technology that creates a seamless indoor/outdoor transition for consumers, from the time they get into their car and drive to the mall to when they're actually shopping. For the Nantes Atlantis project, Pole Star closely worked with expert application partners to develop the mobile apps ([Vigicorp](#)) and provide the 3D navigation Maps ([VisioGlobe](#)) for the best user experience.

“We selected Pole Star's indoor location service because of its maturity, the flexibility of the deployment process and its compatibility with most of the smartphones available today in the market,” says Ludovic Leray Patillot, the head of the Nantes Atlantis shopping center. “Our goal is to provide a better shopping experience for our visitors, with iPhones or Android smartphones. This ‘indoor GPS’ helps shoppers locate themselves using the interactive 3D map, gives turn-by-turn directions to the stores or services they want, and provides them with location-based offers and deals.”

With indoor positioning, shopping centers are now able to bring more comfort and convenience to their visitors and significantly improve their shopping experience based on their location. Large venue owners can also better understand visitor behaviors and increase shops visits and revenues by pushing the right message at the right moment, when a customer is just few steps away from the shop.

The Nantes Atlantis Shopping mobile app leverages indoor location to offer:

- Personalized itinerary and turn-by-turn direction with just 1-click: that will guide visitors from their current location to their favorite store or service
- Being able to locate a car inside of a parking lot
- Geofencing and geolocated deals: beyond guidance, consumers also benefit from location-based promotions that get displayed on the 3D Map when they get close to a particular retailer.

Nantes Atlantis really takes advantage of the possibilities of indoor location, beyond its 'indoor GPS' capability. With indoor positioning, it's now possible to analyze consumer behaviors at the granular level and deliver highly targeted and contextual messages without compromising privacy, that's forever changing the way consumers buy products and how physical retailers sell," explains Christian Carle, the CEO of Pole Star. *"Our solution is unique because it's embedded and compatible with both iPhone and Android. The deployment is extremely fast and easy, relying on just a limited existing Wi-Fi network completed by our NAO BlueSpot Beacons to lower the global solution cost".*

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 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.

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 the NAO Campus SDK, please visit www.polestarusa.com
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