

## **M2M FEATURE**

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# **Pole Star Experiencing Record Growth as Indoor Location Solutions Demand Soar**



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According to ABI Research, the indoor location technology for retailers will be at \$5 billion by 2018. The quick adoption of smartphones, tablets and other mobile devices with wireless technologies such as Wi-Fi and Bluetooth is pushing this market. Retailers around the world are implementing indoor location applications for these devices in order to drive more sales by engaging their customers.

This demand has given Pole Star record [growth](#), as it is the world's first cloud-based indoor location solution for Android and iOS platform devices.

NAO Campus is a high-performance indoor location system, and the most cost-effective service for organizations large and small. The system provides highly accurate positioning in difficult environments where GPS location systems are not able to function properly. The hybrid technology it uses gives it the ability to adapt by combining GPS, Wi-Fi, Bluetooth Low Energy and motion sensors to function and adjust in virtually any environment and existing networks.

Pole Star covers over 43,000,000 square feet with its NAO Campus Cloud platform in 15 different countries in airports, convention centers, department stores, museums and other venues.

NAO Campus also gives real-time positioning without a network connection and low power consumption with scalability for multi-venue deployment. Businesses can set up multi-platform solutions quickly with mobile applications that are embedded with NAO Campus. No matter how small or large the venue is, it will allow you to communicate with your visitors directly and provide them real-time information on their mobile devices.



Some of the services you can provide and the data you can collect include:

- Increase traffic at your venue by rewarding loyal or repeat customers
- Learn about buying behavior
- View earnings per visitor per square foot and highlight the best areas
- Turn-by-turn directions
- Discounts based on Geo-location
- Location-aware, profile driven entertainment and services
- Customizable indoor location analytics by venue

[NAO](#) is able to achieve accuracy of 3 feet or 1 meter by using smart fusion of motion sensors (MEMS), which are embedded in the majority of smart mobile devices being manufactured today.

“NAO Cloud opens Indoor Location technology to everyone. In just a few clicks, our venue owners customers or partners, can now add indoor location to their mobile services,” said Christian Carle, CEO and founder of [Pole Star](#).

Edited by [Braden Becker](#)

