

## **Pole Star indoor location service guides attendees and staff of the 50th Paris Air Show at Le Bourget, covering over 7.5 million square feet.**

**PALO ALTO, Calif., June 18th, 2013** – For the 50th edition of the International Paris Air Show Le Bourget (June 17-23), SIAE, the organizer of the event, continues to innovate its service offering by choosing Pole Star's NAO Campus® solution for the show's indoor/outdoor location service. The objective is to help attendees and staff quickly find their way and navigate across more than 7.5 million square feet. A world's first in the trade show industry for the size of its coverage area, the service availability and the technologies used. Pole Star, the pioneer and world leader in indoor location technology, was selected for the performance, the flexibility and the reliability of its solution over all of its competitors.

NAO Campus® works as an « Indoor GPS » embedded in the trade show mobile application for iPhone and Android smartphones (available in [Google Play](#) and [Apple Store](#)) made by [Mobile-Spot](#), a company that develops mobile applications for complex venues. To determine the attendees precise location, NAO Campus® fusion engine combines location information from many available sources like Wi-Fi, Bluetooth Low Energy 4.0 (sent from NAO BlueSpot beacons provided by Pole Star) and GPS, for the indoor/outdoor seamless transitions, that are then merged with the smartphone movement sensors and mapping information. This hybrid technology enables to lower the total cost of deployment by relying on the existing infrastructure while providing a high level of accuracy.

Beyond the information related to the tradeshow itself, the Paris Air Show mobile application will automatically guide attendees according to their interests (exhibitors, conferences, demonstrations...). From their initial location, the best paths will be proposed in real time to optimize visit time and contacts.

The professional solution will help the show organizer manage and locate the private security staff inside and outside buildings, optimizing emergency response times by alerting and guiding the nearest security agent to the emergency scene. The mobile application was developed in partnership with [EgidiumTechnologies](#), a company specialized in security software solutions for the protection of sensitive areas.

*« Guiding visitors and locating staff during an event of this magnitude is required to be able to provide the best service possible. For years, we were waiting for a reliable and operational indoor location solution to provide an optimal quality of service to both attendees and exhibitors. We chose Pole Star which has a solution that best fits the trade show environment. It is indeed performant, easy-to-deploy and compatible with the majority of smartphones on the market, » declared **Gilles Fournier, the Director of SIAE.***

Beyond navigation, there are many other usages for indoor location. For example, the technology allows exhibitors to increase visibility by sending alerts for demonstrations or new products, depending on the attendees current location. Indoor location also lets professionals share their

location on the trade show floor in real-time to quickly meet, just like a private social network. Lastly, it provides analytics information on the most visited areas, attendee behaviors and interests...

« We are very proud to have been selected as an official provider for the 50th Paris Air Show at Le Bourget, an international reference in the aviation and space industry. The market for very large events is particularly complex for indoor location services because of the large number of simultaneous users and the high-level of precision needed to correctly locate a person in an alley or in front of a stand. Many have tried but failed. This is not an expertise you can improvise overnight, and is the result of 6 years of intense innovation and global deployments, » added **Christian Carle, the CEO of Pole Star.**

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#### 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.

For more information about Pole Star and its products, please visit : [www.polestar.eu](http://www.polestar.eu) ou [www.polestarusa.com](http://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 the Paris Air Show – Le Bourget

Founded in 1909, the Paris Air Show – Le Bourget is the world largest, most reputed and oldest aviation and space exhibition. The past 2011 edition was attended by more than 2,100 exhibiting companies, 300 high level official delegations and 151,000 professional international visitors. The Paris Air Show is a real engine for the development of the sector in France, a catalyst of numerous international cooperations, and a meeting point for the industry decision makers, to sell and buy the latest innovations. To respond to the demand from the global aerospace community and the general public, the Paris Air Show provides unrivaled business, knowledge and visibility opportunities. A not be missed exhibition for the global industry, the Paris Air Show is organized by SIAE, a 100% subsidiary of GIFAS (Groupement des Industries Françaises Aéronautiques et Spatiales). [www.salon-du-bourget.fr](http://www.salon-du-bourget.fr)

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