



Mobile World Congress 2015: Pole Star Deploys 600 beacons at Fira Barcelona To Bring indoor Geolocation Services at the Biggest Telecom Tradeshow

Palo Alto, CA, March 2 2015 –After a first successful partnership at MWC 2014, Fira Barcelona, one of Europe's most important trade fair institution, has reselected Pole Star. The pioneer and world leader of geolocation solutions provides real-time indoor and outdoor location services and proximity detection to the tradeshows hosted at Fira Gran Via.

More than 600 Bluetooth Low Energy beacons NAO BlueSpot, provided by Pole Star are set up on the 240 thousand square meters of exhibit space in Fira Gran Via. They are installed to work with the Pole Star SDKs NAO Campus and NAO Micro embedded in the official mobile application of show organizers to locate visitors inside the venue.

While inside the Fira Gran Via convention center, NAO Campus will accurately locate the application users and visitors will automatically be welcomed, guided to their destination, based on areas of interests, exhibitors, conference sessions, etc. New innovative mobile services based on the NAO BlueSpot, Pole Star's Beacons and NAO Micro, the Pole Star's proximity detection and geofencing solution, will be available this year. They come in addition to the accurate indoor location service (NAO Campus).

"Fira's decision to reselect Pole Star to power the geolocation services of the tradeshows they host year-round is a definitive recognition of our achievements, in terms of maturity of technology and deployment process. Last year edition was a success and Fira Barcelona knows our technology is multifaceted, simultaneously allowing a precise geolocation, user interactions thanks to proximity detection and attendance rates." says Christian Carle, CEO of Pole Star. "Pole Star today, has more than 10,000 beacons set up all over the world, with a coverage area of 8M square meters and a complete offer covering any Location Based Services use cases ."

To learn more about the new 2015 indoor location services at Fira, schedule a press meeting at the Mobile World Congress with Pole Star's CEO Christian Carle please contact Maiwenn Regnault (press contact below)
And [download official application of MWC](#)

About Pole Star

Pole Star, founded in 2002 and based in Europe and the United States, is the pioneer and world leader in indoor location. Pole Star's mission is to deliver high performance and complete range of indoor location services for venue owners and mobile solution providers Covering over 8 million square meters of indoor areas in more than 23 countries. Pole Star already has an impressive customer portfolio along with a trusted partner network that have been trained to support and integrate the NAO Campus ® technology in their global offerings, which can now be done quickly and affordably using Pole Star's patented and revolutionary Cloud-based indoor location service. Pole Star's last innovation is bringing behavioral analytics and proxy sensing technology, through its BLE 4.0 beacons

(NAO BlueSpots) and deployment tool suite. This complete range of indoor location solutions revolutionizes relationships between venue owners, and consumers or visitors allowing them to interact at each point during their visit.

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