



## Indoor geolocation soon available in all French train stations

**SNCF has chosen Pole Star to execute one of its strategic digital projects: equipping all 300 French train stations with indoor geolocation beacons and service.**

Toulouse - May 24 2018. Pole Star has been selected to deploy its NAO™ technology and indoor geolocation equipment in 300 train stations in France. The first one hundred stations will be equipped in 2018 with over 2500 beacons. Pole Star technology will be integrated into several SNCF applications including “En Gare”, TGV Pro, and RER C, which will provide real-time assistance to travelers.

This project will make indoor geolocation service and beacon infrastructure available to all of the group's partners and customers, delivering innovative digital services to professionals and travelers in train stations.

SNCF train stations accommodate over 3 million travelers a day who use smartphones and mobile apps. There are over 1500 shops in train stations. Indoor geolocation not only makes the traveler's itinerary easier and more seamless it also delivers information at the right time and in the right place about hours, train station services and shops.

For Christian Carle, CEO of Pole Star, «The success of the digital transformation and the massive use of new digital tools is closely linked to the quality of the user experience. By socializing the itinerary and facilitating and fostering exchanges, SNCF earns user support for public transportation, which is a genuine connected urban mobility solution. We are very honored and proud to be SNCF's technological partner for this strategic, exciting project. By deploying indoor geolocation in train stations, SNCF has confirmed its position at the hub of the Smart City and intelligent mobility. Ultimately, the objective above and beyond train stations, is to enable the user to be geolocated and guided throughout his or her itinerary.

### About Pole Star

Pole Star, based in France and California, has been a pioneer and leader in indoor geolocation for over ten years. Pole Star provides an all in one solution including light, autonomous infrastructure, a mobile software component, and Cloud platform, which meets the needs of integrators, distributors, companies and users. With more than ten years unrivaled field experience and a mature, scalable solution, Pole Star is a genuine industrial partner. Pole Star technology is already

available in 26 countries and represents more than 27 million square meters of coverage in the world.

For more information about Pole Star and products, please visit : [www.polestar.eu](http://www.polestar.eu)  
Follow us at: Twitter : @PoleStar\_ et LinkedIn <http://linkd.in/1dwrsQK>

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