

New Bluetooth Low Energy (BLE) Innovation LAB and Showroom to Open In the Gold Coast Airport Precinct



Bringing the most sophisticated and leading edge BLE technology to Australian shores with innovation never before seen in the BLE space

GOLD COAST, AUSTRALIA & TOULOUSE, FRANCE, 11 September 2019, today inTechnology Distribution, one of Asia Pacific's fastest growing Value Added Distributors and Pole Star, a global leader and pioneer in indoor positioning solutions announced the upcoming opening of a new BLE innovation LAB and Showroom on the Gold Coast.

Within walking distance from the Gold Coast Airport terminal, this innovation LAB and Showroom will showcase Pole Star's unique 360° plug & play indoor location technology powered by Pole Star's cloud-based NAO Suite platform. The full suite of Pole Star's technology including BLE beacons, NAO SDK, NAO Maps and NAO Cloud Platform and NAO Track will be deployed.

"We are extremely excited to be hosting Pole Star's first innovation LAB and showroom in Australia and it's a great opportunity for us to showcase the Gold Coast as a growing hub for technology, said Mark Winter, Chief Executive Officer at inTechnology Distribution.

"Bluetooth is already a key feature in billions of devices worldwide", Mark said. "Our goal is to provide this centralized facility for our partners and their clients to start testing the business case for BLE and the value this adds to their organization".

“We are already seeing BLE being used in a number of industry segments including, retail for location intelligence and real-time tracking of assets , transportation hubs such as airports or train stations for indoor navigation, monitoring passenger flows, reducing bottlenecks, and opening up new opportunities for proximity marketing, health and residential care for staff safety, patient monitoring and asset tracking, justice for prisoner tracking, smart buildings, smart factories and more”, Mark said.

“Polestar’s ease of implementation, autonomous management, and a user experience focused design ensures that an organization can derive maximum benefit from their investment, without needing expertise in positioning technology.” “The innovation LAB and showroom will complement this with an in-country professional services suite, supporting customers from concept and business case, to design, deployment and ongoing support”.

Monthly introduction and educational sessions will be hosted to focus on application usages for BLE and Indoor Location Services. This will include how BLE can be tailored to many use cases including, IoT, Smart Buildings, Smart Cities, Way Finding & Turn-by-Turn Navigation, Find my Friends and location sharing, Asset tracking, People tracking, Geofencing and Analytics.

“The expansion of the Pole Star footprint to Australia is part of our strategy and road map, said Christian Carle, Chief Executive Officer at Pole Star. “We now have a facility to showcase to those seriously looking to BLE and location services to advance their organization and user experiences.”

This facility will also provide a location for other vendors, partners and end users to test and validate their solutions before commercializing or deploying them. The first of which is Time Palette a Melbourne based master clock developer who is building in BLE to every clock they deploy to provide granular indoor positioning for their health and residential care, education, justice, and corporate clients.

“Having a BLE innovation LAB and Showroom in Australia allows us to develop and test our product with the latest and greatest technology available”, said Donovan Ferguson, Managing Director at Time Palette. “Testing and piloting our offering in a controlled environment means we can provide a better more innovative technology than anyone else in the industry”. “We are bringing together the best of technologies, and this wouldn’t be possible without this type of facility”, Donovan concluded.

The BLE innovation LAB and Showroom will open on the 5th of August and is located in the Gold Coast Airport Central precinct, walking distance from the airport terminal, making it the perfect fly-in fly-out location.

About Pole Star:

Pole Star based in France and in California, provides highly accurate, easy to setup and scalable indoor location services including indoor positioning, geofencing, people and asset tracking and location analytics. With more than 27 million square meters in more than 26 countries generating on average 200,000 connections per day, Pole Star offers a unique Indoor location 360° platform enabling partners and customers worldwide to take full control of their Indoor Location based Services.

www.polestar.eu

About inTechnology Distribution

inTechnology is a leading value-added IT distributor driving technologies into the Asia Pacific IT channel. inTechnology does due-diligence, selecting the best technologies from around the globe to offer its business partners and their customers differentiation and business opportunities. As a true value added distributor, inTechnology offers a full portfolio of business and professional services to help drive business through the channel.

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