

Pole Star comes out with NAO Dual™ : A revolutionary new localization solution

Pole Star SA, specialized in localization solutions for constraining environments (downtown areas, urban canyons, tunnels, industrial and public buildings) has come out with NAO Dual™ for fast, accurate and continuously available positioning.

Founded in 2002 in Toulouse, Pole Star already commercializes NAO City®, an accurate positioning system for dense urban environments and NAO Campus®, an accurate positioning system in buildings which ensures seamless outdoor and indoor positioning. NAO Dual™ combines these two products in one single software offering instantaneous, accurate, continual positioning both inside and outside buildings. By combining GPS and Wi-Fi signals, NAO Dual™ offers the best of these two positioning technologies.

By performing the positioning calculation on the user terminal, NAO Dual™ is 100% confidential.

NAO Dual™ is the solution for door-to-door guidance applications with localization available everywhere in the city from subway platforms to train stations, airports, narrow streets and shopping centers.

Now compatible with Windows Mobile and Symbian S60 based mobile platforms, NAO Dual™ transforms a Smartphone, PDA phone, and PND GPS/Wi-Fi into a localization tool which operates everywhere, inside and outside buildings, thereby multiplying the application possibilities using localization (LBS).

Sold on a licence basis, NAO Dual™ can be integrated right from the start into mobile terminals with only Wi-Fi or GPS/Wi-Fi functions, but it can also be installed on existing terminals, or integrated into pedestrian and multi-modal navigation applications for urban areas. Thanks to its excellent accuracy, its indoor and outdoor availability and the transparent, seamless Indoor/Outdoor/Indoor transition for the user, NAO Dual™ has revolutionized the localization market and created new opportunities for LBS market players in terms of applications, services and potential users.

A few words about Pole Star ...

Created : January 2002 in Toulouse

Co-founders : Christian Carle & Jean Chenebault

Based in : France (Toulouse – Head office),

Turnover 2008 : 800 K€

Core business : leader in Indoor and Outdoor localization solutions dedicated to navigation and pedestrian and multi-modal transportation.

Patented brands : Pole Star®, NAO®, NAO City®, NAO Campus® et NAO Dual™