



PRESS RELEASE

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Pole Star and SafeZone by CriticalArc strengthen longstanding partnership to advance location-aware safety and emergency response

Pole Star and CriticalArc just executed a strategic 3-year enterprise agreement aimed at expanding the reach of their combined solutions to allow more healthcare and higher education organizations to improve workplace safety. The long-standing partnership combines CriticalArc's security and emergency response expertise with Pole Star's location technology, evolving from smartphone-based positioning to real-time tracking of connected devices and badges.

[Toulouse, France and Denver, CO] – 10/08/2026 - Pole Star, a global leader in indoor positioning and real-time location technologies, and CriticalArc, makers of SafeZone®, The Unified Safety, Security, Wellbeing and Emergency Management Solution, today announced the strengthening of their longstanding technology partnership.

The collaboration, which began more than 10 years ago, combines CriticalArc's expertise in security, personal safety and emergency response with Pole Star's location technology, helping organizations protect their people and respond more effectively to incidents.

From smartphone location to connected safety devices

The partnership has evolved significantly since its beginning.

Initially, CriticalArc integrated Pole Star's NAO® Mobile SDK into the SafeZone® mobile application. When a user triggers an alert through the application, the SDK provides the smartphone's real-time location, combining indoor and outdoor positioning to help identify where assistance is required.

Inside buildings, where GPS is unavailable or insufficient, Pole Star's indoor positioning technology provides precise location information down to the floor and room. This gives security and response teams clear, real-time visibility of the person requesting assistance.

The technology supports safety applications across healthcare, higher education, and sporting venues helping protect staff such as nurses, doctors and caregivers in hospitals, as well as students and staff across university campuses.

The partnership is now evolving beyond smartphone-based positioning.

CriticalArc is integrating Pole Star's NAO® Track technology to support the real-time location of connected panic button. This enables CriticalArc to extend its safety offering staff safety solutions based on an innovative Badge as a Service offering, in addition to smartphone-based alerts.

Supporting healthcare and higher education safety

Healthcare unfortunately suffers greatly from safety incidents, and the joint solution can support the safety of nurses, doctors, caregivers and other staff working across large hospitals and complex facilities.

In higher education, SafeZone® supports the safety of students and staff across university campuses. While GPS can provide sufficient location information in certain campus environments, Pole Star's indoor positioning technology adds precise location context in buildings and multi-floor environments where greater accuracy is required.

Current end customers praise the capability to deploy Pole Star's positioning solutions over existing wireless infrastructure, allowing organizations to reduce deployment budgets by up to 70% and thus introduce indoor positioning capabilities without deploying a siloed proprietary location network.

"Critical Arc provide the industry's most comprehensive safety management platform, and we're proud to provide the critical technology that it relies on to display complete visibility on the location of emergencies and agents outdoors, indoor, even in the most complex environments." Christian Carle, CEO, Pole Star

"Our longstanding partnership with Pole Star has helped us give customers the accurate, real-time location insight needed to respond faster and more effectively," said Darren Chalmers-Stevens, President at CriticalArc. "This expanded partnership will help us extend those capabilities across connected devices, giving organizations even more ways to protect their people."

For more information on CriticalArc and SafeZone go to www.criticalarc.com or email marketing@criticalarc.com.

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About Pole Star

Founded in 2002 in Toulouse, France, Pole Star is a global leader in indoor positioning and real-time location technologies. With deployments in 35+ countries, Pole Star develops technologies that enable organizations to accurately locate people and assets in complex indoor environments across healthcare, cruise ships, airports and other industries.

www.polestar.eu

About CriticalArc

CriticalArc provides SafeZone®, the unified safety, security and emergency management solution that helps large organizations keep their people safe and respond more effectively to critical incidents so they can fulfil their duty of care and mitigate risks. SafeZone fundamentally transforms the ability to manage personal safety, security, and emergency situations so organizations can respond faster and more effectively to protect their most important asset, their people. Through real-time visualization, communications, and response coordination, SafeZone streamlines operations, is easy to use and quick to deploy. For more information on CriticalArc and SafeZone, please go to www.criticalarc.com, email marketing@criticalarc.com or call +1-800-985-9402.

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