

## *eircom* wireless broadband - convenient, wire-free Internet access for your customers



### Seize the benefits of wi-fi with *eircom*

- Use wireless broadband to attract or retain a high-value business audience to your premises.
- A low-risk way to tap into a new revenue stream: *eircom* provides the wireless infrastructure you need for FREE.
- Offer your hotspot as an add-on to conference bookings.
- Your hotspot benefits from major promotional activities and support materials from *eircom*.
- End users save time and gain flexibility because work is never far away.

**Gain significant brand value, attract new business and increase revenue by turning your premises into an *eircom* wireless broadband hotspot.**

### Tap into a new revenue stream

Of all the recent trends in business and technology, perhaps none is as evident as the move towards mobility. Business people and consumers want the freedom to get the information they need, wherever they are. In Ireland this has led to a huge boom in mobile phone and text messaging use. And now a new wave is coming: wireless Internet access, where anyone with a laptop computer and a wi-fi card can log on from any enabled public locations.

The key underlying technology here is "wi-fi". If you run commercial premises, *eircom* can make it easy for you to turn the wi-fi wave to your advantage. To turn your premises into a "wi-fi hotspot" – *eircom* will wireless-enable your public access areas, such as the reception, lounge, or meeting room. Laptop or PDA users can then log on to the Internet wirelessly and at true broadband speeds.

That means you can tap into a new revenue stream, as your customers purchase access time. But you also gain significant brand value and attract repeat business from positioning your location as a leader in the provision of wireless broadband services.



## *eircom* wireless broadband hotspot Support

Hotspot owners get a huge range of support materials from *eircom*:

- Co-branded 'in-store' promotional material - brochures and table-top cards for public access areas and hotel bedrooms.
- Staff packs to support promotion to visitors - CD-ROM e-learning tool and printed material with a guide to how it works and testimonials from end-users.
- CD-ROM demos to hand out to interested parties who want to know more.
- Promotion of *eircom*'s **wireless broadband** service and hotspot availability via the Internet, targeted advertising, PR, *eircom* newsletters, direct marketing and extranets.
- Co-branded login screen.
- Helpdesk is available for users 8am-10pm, 7 days a week, to assist with difficulties in accessing the service.

## How does it work?

By becoming an *eircom* **wireless broadband** hotspot, visitors to your premises can gain easy and immediate access to the Internet without the need to 'plug in'.

Users need to have:

- a laptop or PDA device
- an internet browser
- a wireless LAN card
- a user account:
  - Time-limited sessions, 1-hour or 24-hour, are available by purchasing a pre-paid scratchcard from the venue owner.
  - Subscription accounts are available from *eircom* providing unlimited monthly usage.

*eircom* is committed to making wireless hotspots available throughout Ireland. So we're delighted to provide venue owners with the Internet connectivity and the installation of wireless base stations **FREE OF CHARGE** to set up your hotspots. Base stations provide wireless broadband access within 100 metres.

If the idea of a wireless broadband service for your customers sounds attractive, talk to us. Your *eircom* account manager can answer your questions and help you begin making the most of this important market opportunity for your business.

For more information please contact your  
*eircom* account manager or visit  
[www.eircom.net/wirelessbroadband](http://www.eircom.net/wirelessbroadband).

## Did you know?

Public hotspots in Western Europe are set to skyrocket from around 1,600 in 2001 to more than 96,600 in 2006.

**Source:** Analysys, 2002

