

CITY WiFi™

INTELLIGENT CLOUD WiFi SYSTEM
FOR CITIZENS AND CITY VISITORS

 MSTelcom



IDEAL CITY WiFi SOLUTION

A fast and reliable WiFi network is expected today at all City institutions, hotels, restaurants, bars, airports, transport...

Start offering City WiFi services and grow slowly by adding new access points, connect different city areas, one step a time.

Easily integrate several separate WiFi networks in one large network, where all accounts are served from the central database .

Deliver video commercials and automatically sends special offers at defined time intervals, which leads to an increase in revenues from restaurants, hotels, retail stores and other city services.

Excellent WiFi contributes to greater city guest satisfaction and loyalty.



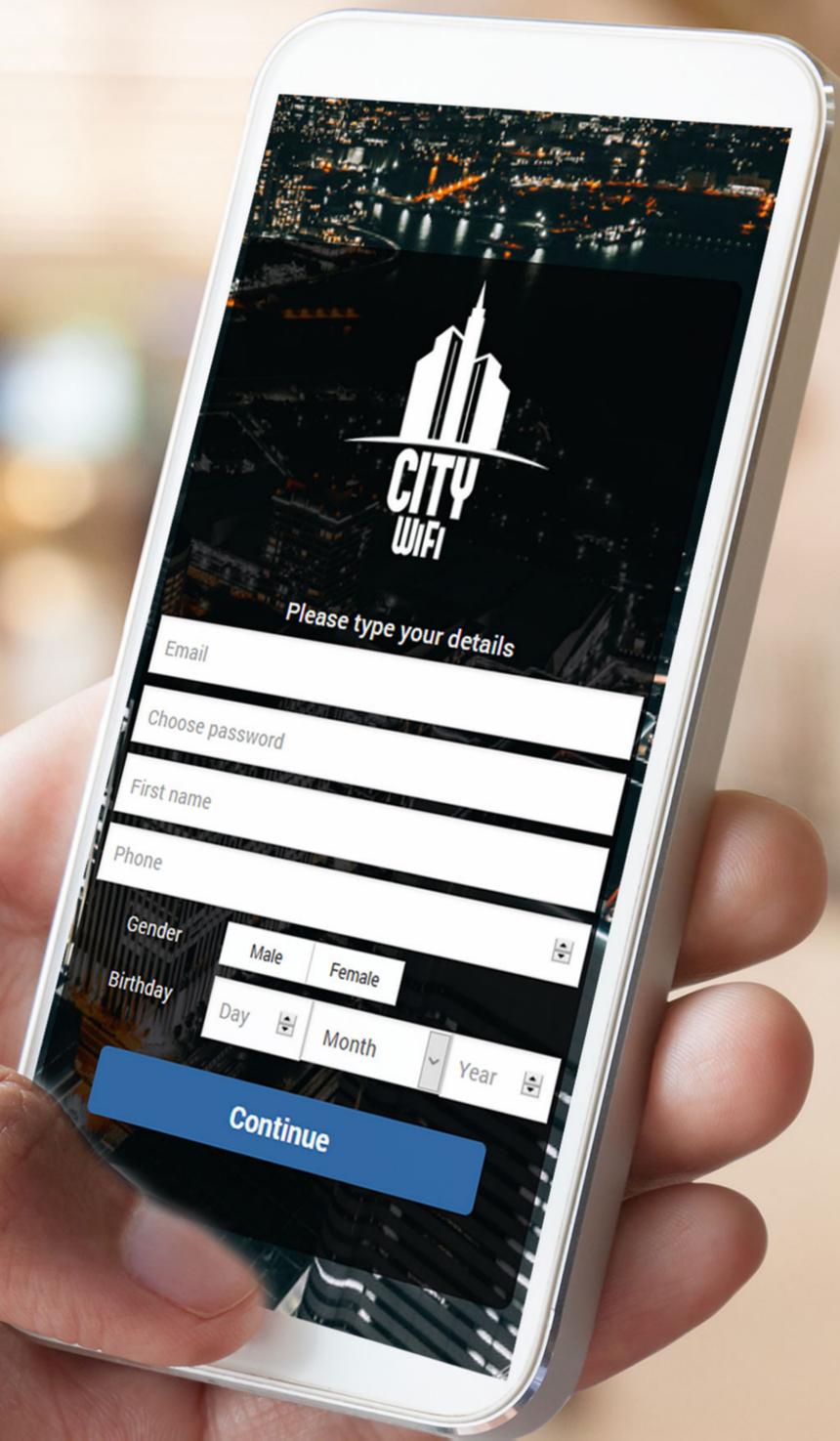
HOW CITY WiFi WORKS ?

Upon accessing your WiFi network, the guest is automatically redirected to the City WiFi self-branded login page. You can easily customize the welcome page by setting the logo and background and the ways in which your guests can access the Internet.

They may select the preferred connection method, like user/login, access-code login, free trial access or social login and start using WiFi. Once logged-in, they may be redirected to view desired website or City info page.

Each connected device is limited with download and upload speed, available bandwidth transfer, time to use your service, so you can ensure excellent WiFi experience for all your guests.

Start Hotspot City WiFi software will control the session duration, speed and bandwidth, and optionally collect your guest e-mail, name, address, for your safety and info marketing activity.



WiFi MARKETING

Cloud WiFi is an essential system to serve video or image advertisements over your WiFi network.

City WiFi system allows you to set up one or more video or image ads that will rotate each time when a customer connects to the WiFi.

Video or image advertisements can be created for individual products, brands or current sales promotions, implying discounts, coupons etc. which can be used immediately in the store.

IT'S BETTER TO BE A MEMBER
Get 25% off your next item at H&M
Valid at participating Canadian locations. Coupon entitles eligible Member only to a one-time purchase. Discount taken at register and applies to pre-tax price of one item. Coupon must be presented and surrendered at point of sale.
H&M

Holiday SALE
25% OFF
EXPIRE SOON - HURRY UP!
ZARA

LIMITED TIME ONLY
NOW TIL 4 FEB
I'm lovin' it!
THE GREAT SINGAPORE SAVE
SAVE SO YOU CAN SHOP
\$3 BIG BREAKFAST SAVE FROM \$1.95
McDonald's

20% DISCOUNT
GET 20% OFF ONE ITEM OF YOUR CHOICE
H&M



CLOUD WiFi SYSTEM

Cloud WiFi is a system of great possibilities which connects various devices into an intelligent WiFi network.

The system works on fast Microsoft Azure servers with high availability.

It provides centralized device management, guest WiFi network control, access methods settings, guest accounts updates, extraordinary analytics and reports, easy network expansion.

It supports WiFi devices of the leading network brands: Aruba, Cisco, Ruckus, Ubiquiti, Tp-Link, Mikrotik, Cradlepoint, D-Link, Asus, Meraki, Icomera, Open-Mesh, etc.



INSTANT NOTIFICATIONS

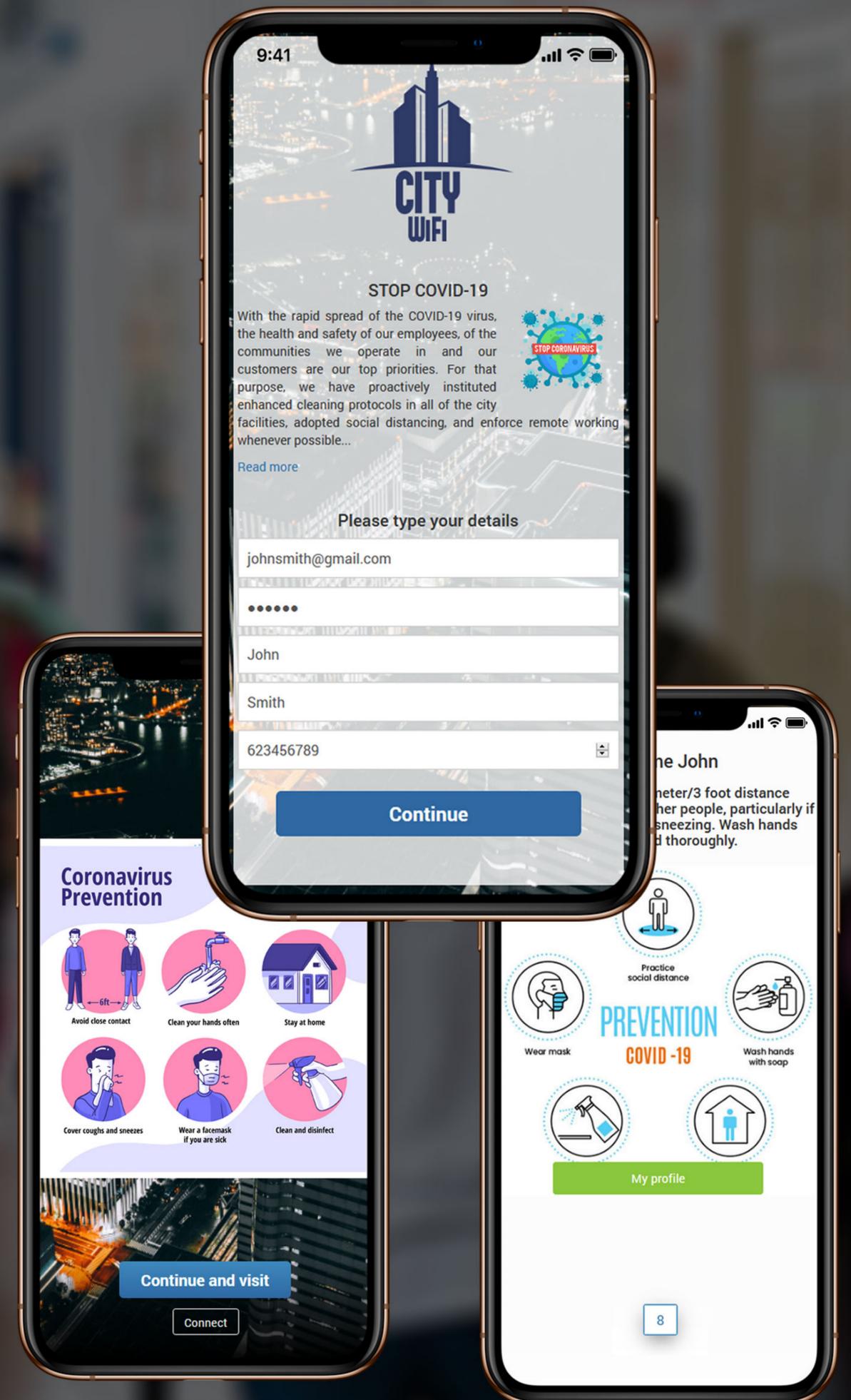
In order of pandemic suppression and Covid-19 prevention, you can collect contact details of your guests before they entering the WiFi location and notify them about city guidelines and regulations and remind them to keep safe social distance.

Track the number of visitors in your venue using City WiFi advanced analytics and use those information to notify them about safety measures.

Monitor users at a certain time, through names and phone numbers. When necessary or requested by authorities, all data can be easily exported to monitor nearby people, which greatly facilitates the process of combating the COVID-19 pandemic.

Contact information are collected in compliance with global data & privacy regulations GDPR.

Use your Splash or Welcome page as a message board and display notifications and relevant tourist information to introduce guests to all the city sights.



WiFi SURVEY

Your WiFi network is a perfect channel to gather the opinions of your customers.

Gather valuable information about your guests, which can be used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services or the staff, which you would not have been informed about otherwise. Surveys can be displayed on the initial login page, or sent in an email after a defined time interval.

All the data are instantly available being gathered into legible analytics, without any paperwork.

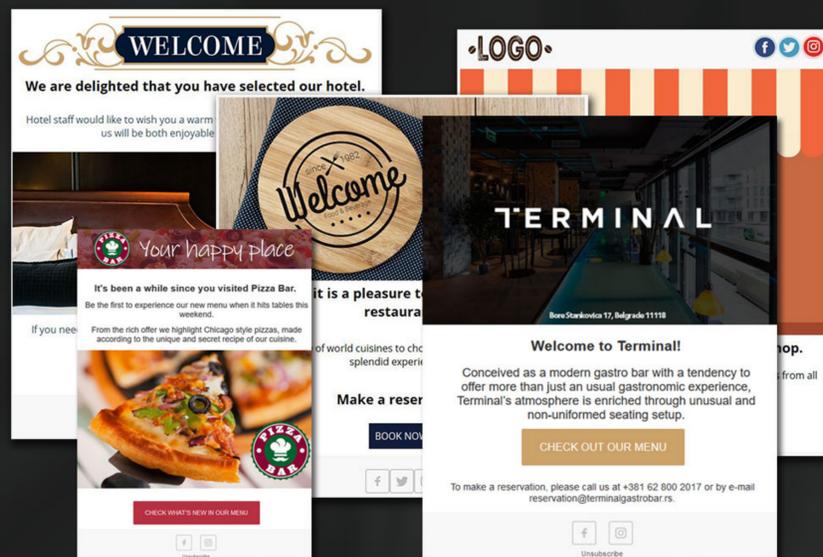


EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to your guests.

Those campaigns can be sent when necessary, if you want to inform your guests about the novelties, or automatically according to a previously defined schedule which includes initial connection, inactivity or on a guest's day of birth.

The integrated editor, which enables you to insert images, text, links and other features, helps you prepare the emails. The campaigns can be sent to your target guests immediately, or at a specified delivery time.



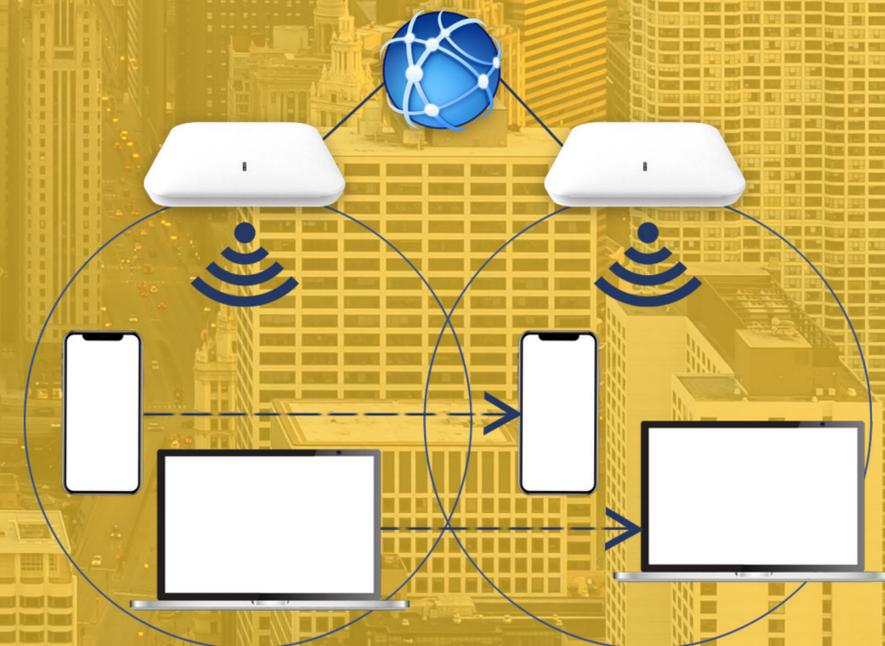
WiFi ROAMING

Allow user roaming throughout the entire WiFi network without interruptions.

Seamless WiFi Roaming provides a constant connection of the mobile users (smartphones, tablets, laptops) during their movement within the area covered by several access points.

When moving within the WiFi network, client device independently selects the most suitable AP based on the signal level, network load and other factors.

This way, WiFi clients will get continuous service when moving between the WiFi locations and they will get the Splash page only on the first authentication.



ADVANCED ANALYTICS

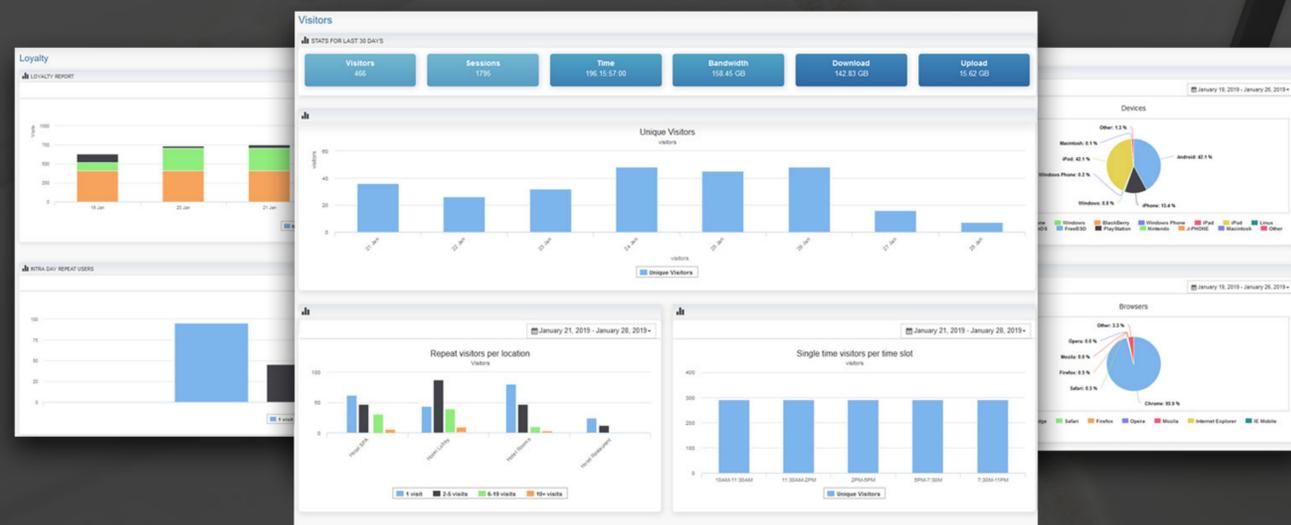
Ranking from basic data to advanced analytics, Cloud WiFi system offers a thorough insight into guests behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns.

Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.

Profile your visitors with ease, learn usage habits and prepare workable marketing activities.





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