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SUMMARY

Almost any public area that offers wireless fidelity (Wi-Fi) access to users of laptops, Wi-Fi phones, PDAs, and other devices is considered a hotspot. They often are found in train stations, bookstores, school campuses, restaurants, hospitals, hotels, department stores, coffee shops, supermarkets and other public areas. Wireless Fidelity (Wi-Fi) is the trade name for a popular wireless technology used in home networks, mobile phones, video games and more.

FEATURES

- Speeds from 11 Mbps to 54 Mbps
- Coverage from 100 feet to 300 feet from each access point or extension antenna
- Wall- or ceiling-mounted external antennas
- Unlicensed spectrum in 802.11 a/b/g/n
- Hotspot billing platforms that allow providers to charge for access time
- Custom branding to Web site access
- Enclosures for outdoor installations

BENEFITS

- Attracts customers to the location
- Provides advertising opportunities
- Offers a potential profit center
- Deploys quickly
- Offers easy installation and maintenance

REAL WORLD EXAMPLES

Situation: A local retail store contacted a value-added reseller (VAR) because he wanted to attract more traffic by providing free Internet access.

Problem: The VAR was not sure exactly what to offer the client, but did not want to miss the opportunity.

Solution: The VAR contacted our broadband tech support team and a solution was provided that allowed the VAR to close the deal. The VAR was informed of TESSCO's Wi-Fi training classes and signed up for the next session we offered.

Situation: A truck stop along the interstate highway wanted to offer Wi-Fi access to the truckers who stopped for fuel or a spot to rest. The desire was to increase their sales by providing this service.

Problem: The company was not sure where to purchase the equipment that they needed for this solution.

Solution: TESSCO directed the customer to a VAR who performed a site survey to identify the products required to make this solution a reality. After comparing antennas, routers, access points, enclosures and cabling, the product to meet the budget was identified and purchased. The VAR installed the product and the truck stop has seen an 18% increase in business over the last six months.

ADDITIONAL CONSIDERATIONS

- How big is the coverage area?
- What is the anticipated number of simultaneous users?
- Are there security concerns?
- Is the application to be indoor or outdoor?
- Will the service be free or will there be a usage fee?

PRODUCTS

- Network router and switches
- Enclosures
- Access points
- Power solutions
- Antennas
- Premise cables and wire
- Wi-Fi handsets
- Tools
- Test equipment

Knowledge Solutions

Providing the intelligence for optimum, faster decisions

- TESSCO.com
- The Wireless Guide
- The Wireless Journal
- The Wireless Updates
- The Wireless Bulletins