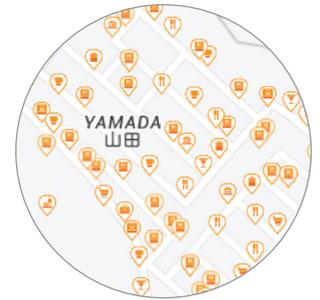


Wireless Gate deploys its first Public WiFi network in one of Japan's largest Ski Resort

Introduction

Wireless Gate (WG), MVNO in Japan, has focused its strategic efforts in deploying a superior quality WiFi network in public spaces and high density areas, with the primary objective of complementing its cellular coverage. To that extent WG is partnering with municipalities and big corporations to deploy large public WiFi networks.



Business Case

Opportunity

It is not surprising that WG set its sights on Niseko's ski resort, as it is the largest and most multinational resort in Japan attracting an average of 200K visitors every winter season, 90% of which are foreigners.

WG came to an agreement with the Niseko Ski Board, in charge of promoting the resort, to provide free WiFi access to their 300 affiliated businesses.

Both parties share a common goal driven by particular objectives:

- Objectives pursued by Wireless Gate:
 - Complement Cellular with WiFi in those areas where
 - Cellular QoS can be challenging , such as Niseko village
 - Leverage WG Brand recognition
- Objectives pursued by Niseko:
 - Differentiation through a superior WiFi service
 - Better overall visitor experience
 - Improve satisfaction of Australian visitors, its major client base

Business model

WG and Niseko's joint solution provides 30 minutes of free WiFi to visitors, while relieving businesses of the worry of meeting regulatory obligations. Through the captive portal flow, the resort is promoted, and visitors are conducted to Niseko's corporate site, where they can search for different services such as accommodation, nightlife and numerous leisure activities.

Key Achievements

For Wireless Gate:



Complement Cellular with WiFi



Data cost savings



Strengthening of its brand

For Niseko:



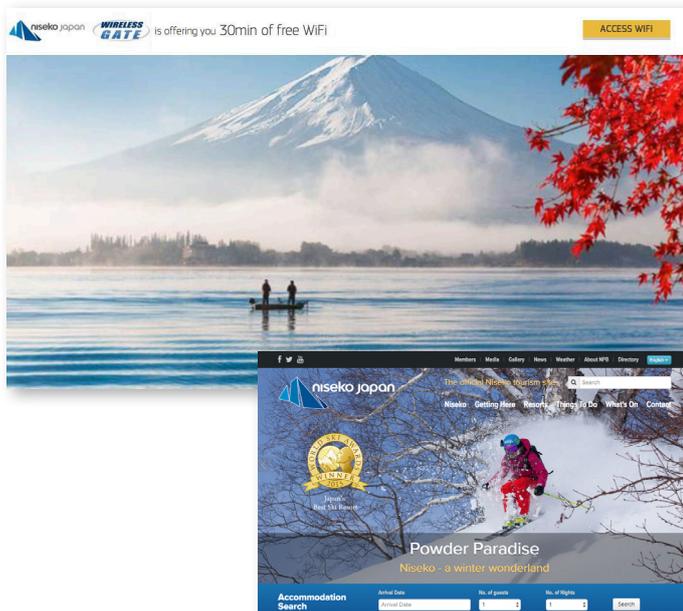
Offering free WiFi service



Facilities to offer free WiFi upon launch



Consistent growth of facilities offering WiFi



Why Fon

- Fon's hardware agnostic solution was as a decisive factor since deployment had to be compatible with the heterogeneous WiFi routers in Niseko Ski Resort
- Fon's straightforward login capabilities, with easy registration processes, facilitated tourist's usage