

# Success Story: Motosumi-Bremen Street

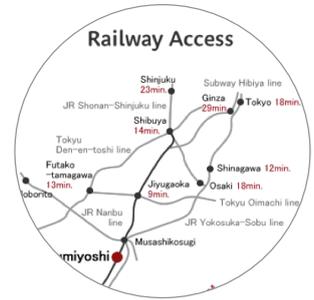
Free WiFi is available all around Motosumi-Bremen Street in Japan thanks to Fon's WiFi management services

## Introduction

Motosumi-Bremen Street is a shopping district located in Kawasaki, Japan. It was named after the German city of Bremen and has become a popular shopping area thanks to the construction of Motosumiyoshi station, conveniently located 40 minutes from central Tokyo.

Around 20,000 visitors walk through Motosumi-Bremen Street every day, making it the leading shopping district in the city of Kawasaki.

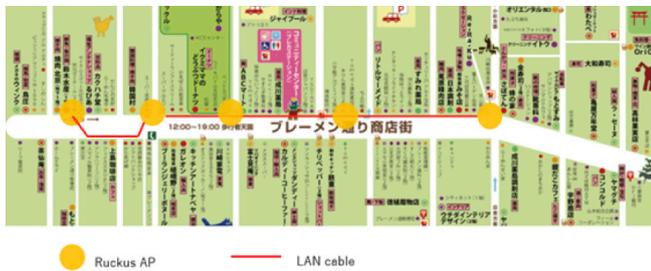
The street, which runs about 550 meters in length, is home to approximately 180 businesses of all kinds such as restaurants, beauty salons, and bookstores. It also houses services such as banks, pharmacies, nurseries, and a post office.



## Business Case

### Opportunity

Motosumi-Bremen Street hosts a web page that includes all of the information relevant to the area. It also received the Widescreen Shopping District Selection award by the Small and Medium Enterprise Agency in Japan, making it a point of reference and a success story for similar areas. As a result, the Motosumiyoshi Shopping Street Promotion Association decided to take a step forward and to blanket the area with WiFi in order to offer customers and foreign visitors free connectivity.



### Business model

Fon installed five Ruckus access points along Motosumi-Bremen Street to provide it with connectivity.

Through Fon's Wireless Service Management Platform (WSMP), the captive portal is customized to show Bremen Street's logo, which can be updated at any time. Two different access models have been configured, allowing end users to enjoy 15 minutes of free WiFi by connecting through either:

- a Fon username and password if they have one, or
- social login with their Facebook page.

Other access models will be available in the future, such as allowing businesses owners to share connectivity vouchers with their customers.



## Highlights

### Reach

- 20,000 visitors
- 180 businesses

### Social login and promotions

- Facebook login
- Username and password login
- Vouchers

## Why Fon

- Fon is a well-known provider of WiFi solutions in Japan and is recognized worldwide.
- Fon's solution offered the right combination of flexibility and ease of use required for this project.

## Why Ruckus

- Ruckus access points are ideal for open spaces and high-density areas, because they uniquely combine adaptive antenna technology and adaptive meshing to enable high-quality outdoor performance
- This product is pre-integrated to work flawlessly with Fon's WSMP

