

# Capital Town: from a top tourist destination to a smart city



## Introduction

Capital Town is the 5th largest city in the country with a population of 2 million inhabitants. Thanks to its cultural heritage, it receives 2.6 million visitors a year, making it the nation's second most important tourist destination.

## The goal

The Capital Town City Council turned to Guest WiFi in order to offer a better tourist experience and promote its cultural events and spaces, shops, restaurants, and hotels, and the captive portal serves as an online visitors guide. The City Council set the following goals:

- To increase tourist engagement with better services
- To drive tourists to businesses and stimulate local employment

## The Project

The Capital Town City Council chose Fontech's Guest WiFi Solution to grant two hours per day of free WiFi. To access the service, users were guided through a captive portal that is also used to promote tourist events, activities, and businesses. To log in, all they had to do was provide their email address. Not only did users get WiFi access, they were also able to find valuable information about what to see and do in Capital Town.

How did Capital Town deploy a WiFi network? Capital Town, in association with its telco operator, deployed 500 WiFi spots in highly dense public spaces. The WiFi network was complemented by the access points in some local stores, hotels, and restaurants which were given the option to join the WiFi network by sharing a bit of their broadband connectivity. In return, Capital Town featured a brief description of these businesses in its captive portal. Upon project launch, 100 businesses had joined the service, with 400 more joining after six months.



Fontech's WiFi Service Management Platform (WSMP), provided the telco operator and the Capital Town City Council with some features that were essential for this project:

- WSMP's hierarchical structure allowed Capital Town to group access points by district and customize the captive portal to offer information on specific activities and businesses within that district.
- Fontech's hardware-agnostic solution was a decisive factor because deployment had to be compatible with the heterogeneous WiFi routers in Capital Town businesses.
- Centralized cloud management of the WiFi service through the WSMP console, including the captive portal design.
- Since it is a public service, Capital Town required parental control functionalities to avoid WiFi content that is considered inappropriate

## Next steps

Capital Town announced a new smart city initiative that will provide intelligent services to residents, save energy, and improve public services. Some of the projects include smart street lighting that will save energy by controlling lights according to environmental conditions, and smart traffic that will optimize public transport routes.

These projects will run on an interconnected platform through sensors and other wireless devices to enhance the city's real-time decision making abilities. As such, the WiFi network, deployed in Capital Town for tourism purposes, will become a key enabler for providing the connectivity required for this smart city initiative.