



Wireless Solutions for Public Hot Spots

Public Hot Spots

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Internet access in high-traffic public facilities such as airport terminals, hotels, convention centers and cafes is a growing phenomenon. In particular, Wi-Fi LANs offer unique capabilities that differentiate venue owners' public access services, helping attract and retain increasing numbers of customers. But public access networks bring with them a set of challenges – subscriber acquisition, billing, security, device safety, installation obstacles – that small business and home Wi-Fi deployments don't face. With Proxim's Wi-Fi and broadband wireless solutions, venue owners and service providers can create robust cost-effective hot spots that guarantee an Internet connection for their customers.

Proxim Hot Spot Solution Advantages:

- Provides differentiating hospitality service – increasing traffic and revenue
- Auto-configures connection to each user's settings for effortless access
- Support for multiple security schemas for maximum protection
- Service protection features to ensure profitable operations

Service Differentiation for A Wide Range of Venues

Proxim's Wi-Fi and broadband wireless solutions offer hot spot operators of all sizes – and kinds – the opportunity to increase customer spending on existing services and products, and to generate new revenue. With Proxim's hot spot solutions, venue owners can affordably offer wireless Internet access in a variety of places – ranging from telephone booths to gas stations.

Robust Design for Public Spaces

Proxim's ORiNOCO Wi-Fi access points are designed and manufactured for safe and effective public access use – an important distinction from off-the-shelf access points that consumers install at home. ORiNOCO products comply not only with plenum ratings, but also with other important safety standards from worldwide regulatory agencies such as UL and CE.

Simple to Manage for Operators, Easy to Use for Customers

Proxim's ORiNOCO access points offer multi-standard support and auto-configuration features to enable effortless yet highly secure user connectivity. And custom portal pages and support for varied billing models empower service providers and venue owners to promote existing products and services and to offer a variety of subscription plans that meet different users' needs. ORiNOCO devices are designed with simplicity in mind, making secure access seamless for all customers.





Maximum Security

To protect hot spot networks, customer data and service delivery, stringent security on Wi-Fi access points is a must. Proxim complies with the latest security standards and adds more proactive measures as well. Secure management interfaces on ORiNOCO access points minimize the risk of hackers accessing and altering the device settings. And rogue access point detection proactively helps administrators find hackers.

Increased Bandwidth and ROI

To ensure consistent bandwidth availability, Proxim's Tsunami wireless point-to-point and point-to-multipoint Ethernet solutions significantly shorten return on investment with cost-effective broadband delivery to public venues of any size – from sprawling airports to local coffee shops.

Applications:

- Public telephone booths
- Freeway rest stations
- Automotive service waiting rooms
- Car washes
- Hotels
- Convention centers
- Airports
- Coffee shops
- Enterprise guest access
- Multi-unit residences
- Doctors offices
- Hospital waiting rooms

Hot Spot Market Growth

Hot spot penetration rate is less than 1% of total potential in the US today. That leaves plenty of room for venue owners to use Wi-Fi services as a way to differentiate from the competition. There are almost 2,000,000 untapped potential public and guest-access zones of diverse description. IDC, a market research firm, forecasts for 2004 an 84.6% increase worldwide in the number of available hot spots. In the US, that number almost doubles to a 140.4% increase. With Wi-Fi hot spot deployment expected to accelerate, it becomes important for venue owners to deploy quickly to gain maximum differentiation.



What customers are saying...

Panera Bread

"[We needed] a branded Wi-Fi experience that was both cost effective and easy to deploy. Proxim's ORiNOCO AP-2500 met both of these objectives right out of the box."

Dennis diBattista,
President of QGO – Network Service Provider

Norwegian Airports

"... working with Proxim we were able to build an easy to manage, cost-effective network that was able to scale for the different airports involved."

Tom Tuskin,
IT Project Manager for Avinor
– Norwegian Airport Administration

Proxim's Hot Spot Solution Components

About Proxim

Proxim Corporation is a global leader in wireless networking equipment for Wi-Fi and broadband wireless networks. The company provides its enterprise and service provider customers with wireless solutions for the mobile enterprise, public hot spots, security and surveillance, last mile access, metropolitan area networks and voice and data backhaul.

Proxim's Wi-Fi and broadband wireless solutions together with Internet access gateways from Nomadix provide a line of complete hot spot solutions. For smaller hot spots, Proxim offers a hot-spot-in-a-box solution complete with an integrated Nomadix access gateway. For larger applications, venue owners can choose from a selection of Proxim access points and Nomadix gateways.

Proxim's ORiNOCO Wi-Fi Access Points

	AP-600b/g Access Point	AP-2000 Access Point	AP-2500 Access Point	AP-4000 Access Point
Description	Enterprise-class access point with either 802.11b, 802.11b/g or 802.11a mode operation	Enterprise-class access point with optional tri-mode (simultaneous 802.11a/b/g) operation or dual 2.4 GHz radio support	Hot-spot-in-a-box – all in one access point and Internet gateway	Enterprise-class access point with pre-configured tri-mode (simultaneous 802.11a/b/g) operation
Positioning	For medium to large hot spots that are operating a single protocol network or a mixed 11b and 11g network	For large hot spots that require maximum client support or optimal high-density subscriber usage	For small public hot spots	For large hot spots that require maximum client support

Proxim's Tsunami Broadband Wireless Solutions

	Tsunami QuickBridge	Tsunami Point-to-Point	Tsunami MP and MP.11
Description	Wireless Ethernet solution with superior price performance and capacity of 11-60 Mbps	Wireless Ethernet bridges with carrier-class reliability and capacity of 20-860 Mbps	Economical multipoint system offering 11-60 Mbps shared capacity
Positioning	For service providers requiring dedicated bandwidth to smaller hot spots	For service providers requiring dedicated bandwidth to large hot spots	For service providers connecting multiple hot spots

Internet Access Gateways from Nomadix

	Nomadix Universal Subscriber Gateway II (USG II)	Nomadix Hot Spot Gateway
Description	Turnkey, high performance platform supporting up to 2,000 simultaneous users	Turnkey, high performance platform supporting up to 150 simultaneous users
Positioning	For large, multi-cell hot spots	For small to mid-sized, multi-cell hot spots

Proxim's ORiNOCO Wi-Fi Client Cards

From economical single-standard PC cards to highly flexible 802.11a/b/g ComboCards, ORiNOCO offers a wide range of Wi-Fi certified PC cards.

For more information on Proxim's hot spot solutions, go to www.proxim.com/solutions/hotspot



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