

APPLICATION NOTE

PUBLIC HOT SPOTS



Consistent User Experience at Retail Store Hot Spots

The challenge:

Hot spots are the “hottest” new attraction at retail outlets, extending existing customer stays and attracting new customers. Companies such as McDonald’s and Starbucks offer Wi-Fi in a selection of locations nationwide. Setting up Wi-Fi itself is fast and lucrative – but that’s only half the equation. Sufficient high-bandwidth Internet connectivity for those customer laptops is critical. Much like installing faucets inside a building, you also need the link to the city water supply outside the building. But leased lines are not necessarily available and/or affordable in all locations – and this prevents a retail chain from delivering Wi-Fi service consistently at all locations.

The solution:

One of the strongest assets of a franchise is the promise of product consistency. To enable consistent Wi-Fi hot spot service at all franchise locations, a service provider or large customer can use Proxim’s ORiNOCO AP-2500 access point to deliver guaranteed Internet connectivity for every customer. With its built-in access gateway and patented Dynamic Address Translation™ (DAT), the ORiNOCO AP-2500 enables customer mobile device settings to be adjusted on-the-fly to address incorrect proxy or IP settings. When customers return to their corporate network, their settings are unchanged, allowing instant connectivity and preventing calls to their IT department.

As an added benefit, last-mile broadband wireless solutions coupled with Proxim access points or hot spot devices further increase the ROI for hot spot services. Without the expense of installing new cable or leasing lines to every location, wireless point-to-point (or point-to-multipoint) devices can be installed at each store, with broadband connectivity from the nearest point-of-presence. Alternatively, satellite dishes on store roofs allow a single large satellite operator to deliver broadband last-mile access worldwide.

The products:

- ORiNOCO AP-2500
- Tsunami QuickBridge
- Tsunami MP.11
- Hughes Networks DIRECWAY Systems



Proxim Corporation
935 Stewart Drive
Sunnyvale, California 94085

tel: 800.229.1630
tel: 408.731.2700
www.proxim.com