Connectivity
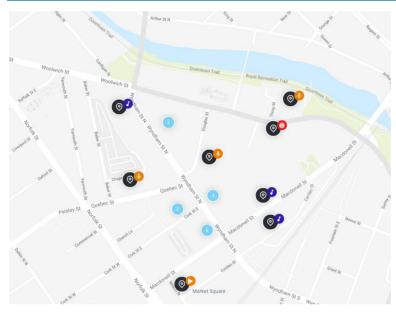
COMMUNITY SOLUTIONS
Every Community has a Vision.

Guelph Business Association Leverages Wi-Fi for Visitor Experience

The Downtown Guelph Business Association (DGBA) found itself at a competitive disadvantage with a local mall whom offered shoppers free Wi-Fi. With no Wi-Fi available to support the commercial core, the DGBA worked with a local ISP to establish a free Wi-Fi zone at a very low cost. Transmitters were weather proof and affordable. Many of these Wi-Fi transmitters are flexible with their power sources. This flexibility allows such network devices to run from electrical sources such as solar power.

Today the commercial core offers free Wi-Fi to tourists and shoppers alike. Allowing visitors to access the internet where they can do price comparisons, chat with friends, and post their experiences of the town in real-time to social media.

Networks such as these also operate as a portal to visitors. Upon signing onto a network such as this, a custom web page can be displayed. Information about the town's businesses, interactive maps, and tourist information can be displayed to help guide visitors though their experience of the town. If conducted sustainability, free Wi-Fi networks supported by business associations can create great value for visitors and businesses.

MORE INFORMATION

Downtown Guelph Business Association: https://downtownguelph.com

Hardware Used: https://mikrotik.com/products/group/wireless-systems

Installer: http://www.royalcityit.com

BRITISH COLUMBIA | Connected Communities