

FACT SHEET (August 2015)

Wireless@SG

Wireless@SG has introduced a series of enhancements with the aim to improve user experience and drive innovative enterprise services.

2. The Wireless@SG programme was launched in 2006 to accelerate the takeup of high-speed wireless broadband among consumers and spur the wireless broadband market in Singapore.

3. In 2009, Wireless@SG was enhanced with 1 Mbps access speed and the launch of Seamless and Secure Access (SSA) login feature that simplified the login process, giving users an “always on” experience in a hassle free manner. Innovative services were also introduced to drive enterprise adoption of Wireless@SG.

4. As of April 2015, active users have risen to 2 million users, with more than 90% of the user adopting the SIM-login method. Total usage hours have increased to 9.3 million hours per month.

The Next Phase of Wireless@SG

5. The Next Phase of Wireless@SG kicked off in March 2013, starting with a speed bump from 1 Mbps to up to 2 Mbps. This speed upgrade was completed in March 2014. From 1 April 2014, consumers can expect more hotspots and an enhanced login and registration process. Businesses will also enjoy a slew of business applications that will be offered by Wireless@SG operators.

Key Developments for the Next Phase of the Wireless@SG Programme

6. The key developments for the next phase of the Wireless@SG programme are:

(i) **Enhanced registration and SIM-login**

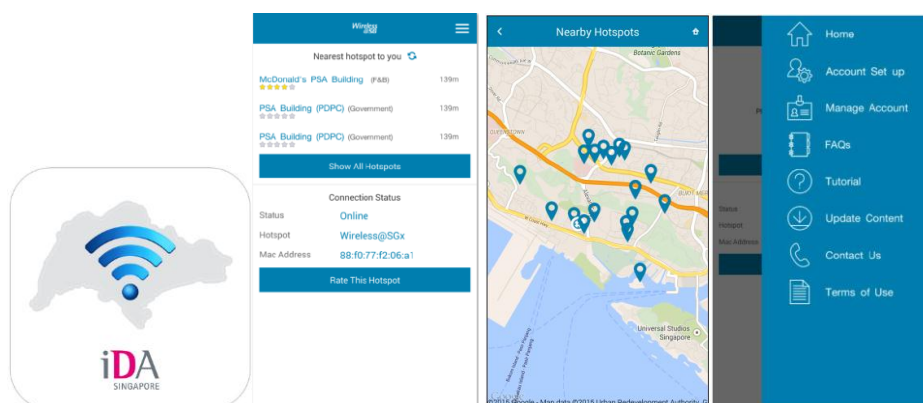
A SIM-login mechanism for mobile devices simplified the registration and login process to further enhance user experience.

After a one-time set-up process, new and existing users will be able to connect to Wireless@SG automatically using a supported device with a local SIM card, without the need to register for an account.

From June 2014, visitors to Singapore can also register for a free account at any Wireless@SG hotspot and receive their login details through SMS messages sent to their foreign mobile numbers. Alternatively, visitors can buy a local prepaid SIM card to log on to the service using the SIM-login process.

(ii) Wireless@SG app

The Wireless@SG app is a one stop application to stay connected to Singapore’s largest Wi-Fi network. The app configures users’ smart devices and connects to the secure Wireless@SG network seamlessly. It also provides users the capability to locate the nearest hotspots, rate the hotspots and more.



(iii) More hotspots

To support the expected growth in demand for free public Wi-Fi services, IDA, with the support of Wireless@SG operators and venue owners, will roll out more hotspots progressively, including MRT platforms and other public places. By 2015, IDA will double the total number of hotspots to 10,000. This will be further doubled to 20,000 by 2016.

(iv) New services for enterprises

Enterprises can look forward to more business applications and services, such as targeted advertising and data analytics to be offered by Wireless@SG operators. For example, enterprises could work with operators to conduct targeted advertising for the operators’ subscribers. They could also take advantage of applications that would help them monitor in-store traffic to improve product placement, in addition to customised Wireless@SG login pages for retailers to promote product deals.

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