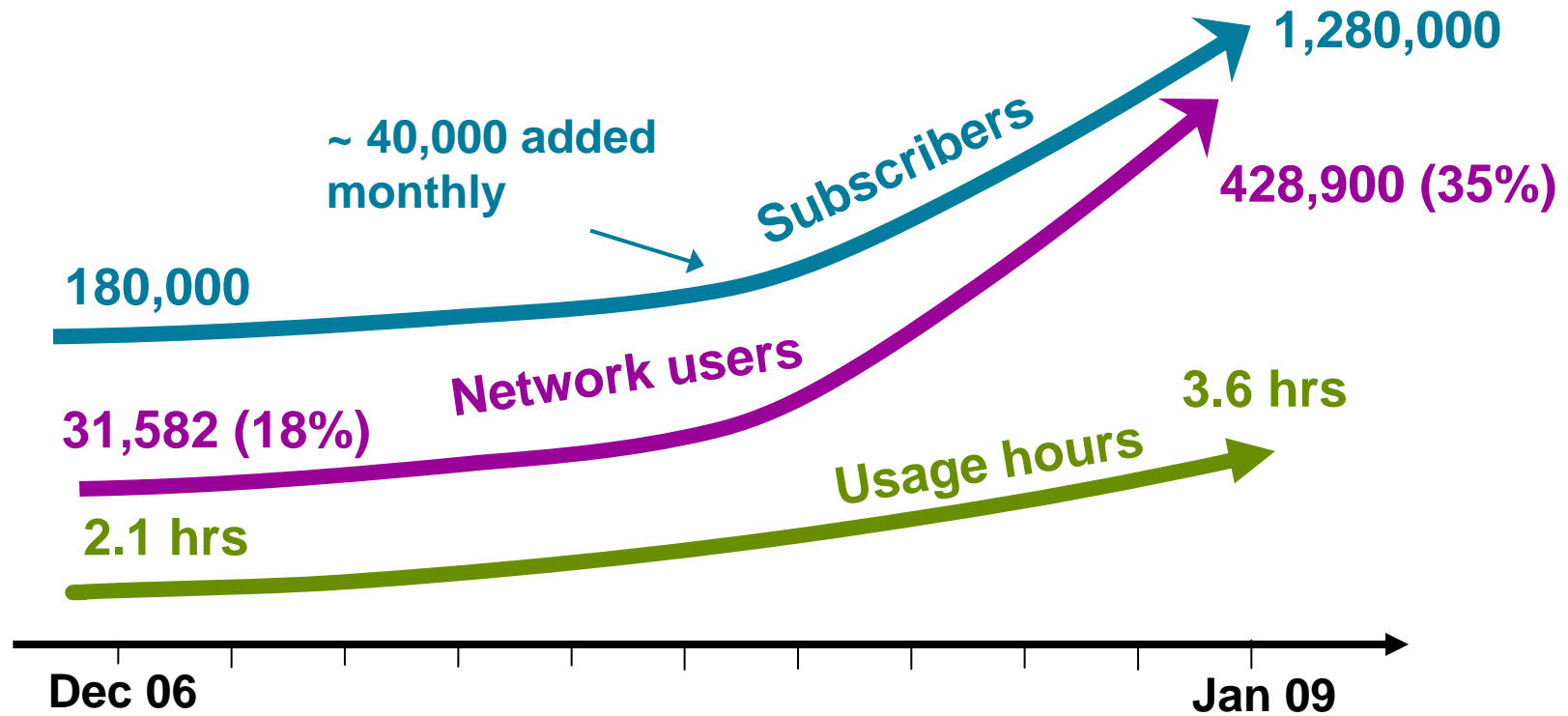


Wireless@SG Enhancements and Services

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Increasing Demand for Wireless@SG



- > Eight-fold increase in the number of hotspots since launch
- > Number of subscribers far exceeded original target of 250,000

Objectives of Wireless@SG Enhancements and Services

- > **To enhance the user experience in using the Wireless@SG network**
 - Higher access speed
 - Easier to login to the network
 - Easier access to user-relevant applications and services
- > **To catalyse the deployment and adoption of innovative enterprise and consumer services**
 - Enterprises to deploy a range of services in the areas of payment, security, advertising and location-based applications

Key Features of Wireless@SG Enhancements and Services (1)

> Basic Services

- Basic tier access speed will be increased from the current 512 kbps to 1 Mbps
 - Enhance user experience on the Wireless@SG network while accessing bandwidth intensive applications such as video streaming, multimedia applications, etc.
- Free basic tier access will continue until 31 Mar 2013
- Unlimited usage to continue at all Wireless@SG hotspots

Key Features of Wireless@SG Enhancements and Services (2)

> Service Enablers

- **Wireless@SG operators will implement three enhancements that will improve the usability of network and facilitate the deployment of innovative services**
 - **Seamless and Secure Access (SSA) – Automated login**
 - **Wireless@SG Dashboard – Mobile application portal**
 - **Centralised Location-Based Engine – Wireless@SG Access Point location database**

Seamless & Secure Access (SSA)

- > **SSA will improve ease-of-use of Wireless@SG by automating the login procedure**
 - Eliminates the need for user to enter login credentials
 - User device automatically authenticates & connects to Wireless@SG when in coverage area
 - Straightforward for smartphone/PDA users to access Wireless@SG
 - Facilitates deployment of innovative services, e.g., VoIP, instant messaging, real-time feeds

- > **SSA will greatly benefit those who are now accessing Wireless@SG via mobile handheld devices such as smartphones and PDAs**

Wireless@SG Dashboard

- > A mobile portal that will host a variety of Wireless@SG applications and services
 - Games, directory search, multimedia content, etc.
- > With the Dashboard, users can conveniently and instantly access these applications and services
- > Users will also be notified of new Wireless@SG updates via the Dashboard
- > A Wireless@SG hotspot finder will be built-in to allow users to search and locate nearest Wireless@SG hotspots



Centralised Location-Based Engine

- > **All the Wireless@SG Access Points (APs) location information will be integrated in a common database**
 - Users will be able to enjoy LBS in all Wireless@SG hotspots regardless of their operators

- > **Third-party application developers can develop Location Based Services (LBS) applications leveraging on this information**
 - E.g., Local directory search, social networking, local promotions and events

Key Features of Wireless@SG Enhancements and Services (3)

> **Wireless@SG Services**

- **The industry will rollout more services over Wireless@SG such as**
 - **Advertising**
 - **Location-Based Services**
 - **Cashless Payments**
 - **Facility monitoring**

- **IDA welcomes the industry to collaborate with the operators in deploying both consumer and enterprise services**

Advertising Services

- > **Wireless digital signage enables malls to broadcast advertisements to their customers**
- > **Existing – Wireless@SG operators have deployed digital signage screens at various shopping malls today**
- > **Planned – Wireless@SG operators will expand digital signage rollout to more shopping malls and also town centres from late 2009 onwards**

Location-Based Services (LBS)

- > **Allows retail merchants to broadcast retail messages such as promotions or sales to specific consumer audiences**
- > **Existing - Current LBS deployment is limited and confined exclusively to each operator's network**
- > **Planned - Operators will launch location-based services targeting retail merchants from late 2009 onwards**
 - **Users will be able to enjoy this service in all Wireless@SG hotspots regardless of operators**

Cashless Payment System

- > **Enables merchants to provide cashless payment mobility at hawker centres, events, roadshows, mobile kiosks, etc.**
- > **Existing – Wireless@SG operators have started deploying cashless payment pilot programmes at various town centres**
- > **Planned – Wireless@SG operators will expand their cashless payment deployments from late 2009 onwards**

Facility Monitoring

- > **Enables wireless remote monitoring of facilities such as malls, atriums and car parks**
 - Mobile and scalable installation
- > **Existing – Wireless@SG operators have deployed facility monitoring facilities at various shopping malls today**
- > **Planned - Operators will expand their deployments to more shopping malls from late 2009 onwards**

Phased Rollout of Wireless@SG Enhancements and Services

| S/N | Milestones | Schedule |
|-----|---|----------|
| 1. | Launch of 1 Mbps service | Sep 2009 |
| 2. | Launch of Seamless and Secure Access | Jan 2010 |
| 3. | Launch Wireless@SG Dashboard | Jan 2010 |
| 4. | Launch of Centralised Location-Based Engine | Jan 2010 |

- > **Operators are slated to rollout Wireless@SG services from late 2009 onwards**

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