

## **FACT SHEET (February 2010)**

### **Wireless@SG**

Wireless@SG launched its services in December 2006 with the aim of extending broadband access beyond homes, schools and offices to public places. It offers everyone free wireless access in high human-traffic areas, including Central Business District, downtown shopping belts like Orchard Road and residential town centres. As of December 2009, there are 1.5 million subscribers, far exceeding the original target of reaching 250,000 subscribers by Dec 2008. Usage has also been high – Wireless@SG users have been clocking in longer hours from a monthly average of 2.1 hours per user per month in Dec 2006, to approximately 6.7 hours per user per month today.

The next phase of Wireless@SG will focus on enhancing user experience and driving the adoption of innovative consumer and enterprise services. Enhancements to the network include:

- i) Higher access speed;
- ii) Easier to login to the network;
- iii) Easier access to applications and services;
- iv) A wide range of services in the areas of payment, security, advertising and location-based applications

### **Free Wi-Fi till 2013**

In anticipation of future demands for higher speed Internet as media-rich online content becomes the norm, the access speed has been doubled to 1 Mbps since 1 Sep 2009 and the free service will continue until 31 March 2013.

With this enhancement, Wireless@SG users will be able to easily access media-rich and interactive websites as well as use bandwidth-intensive applications like video streaming.

### **Seamless and Secure Access (SSA)**

Launched on 10 Feb 2010, Secure and Seamless Access allows users to access Wireless@SG without the need to re-enter their passwords on each log-in (similar to how mobile phones automatically log-on to the mobile networks when the device is switched on).

SSA significantly enhances the user's experience, particularly for users who are using their mobile devices like Wi-Fi capable mobile handsets. SSA also allows quicker and easier access of applications such as email, VoIP, instant messaging and social networking.

## **Wireless@SG Connect**



The operators have launched the Wireless@SG Connect application on 10 Feb 2010. It allows users to access a variety of applications and services provided by their operators over Wireless@SG, such as mobile messaging, social networking, directory search and location-based services. A hotspot finder is also available to allow users to easily search and locate nearest Wireless@SG hotspots.

## **Centralised Location-Based Engine**

Wireless@SG operators have implemented a Centralised Location-based Engine (CLBE) on 10 Feb 2010 to allow mobile application developers to obtain location information from Wireless@SG. This location information will enable developers to easily deliver location-sensing services over the network.

## **Wireless@SG Services**

Together with the industry, operators have rolled out a variety of enterprise services over the Wireless@SG network such as advertising, location-based services, cashless payments and facility monitoring, etc.

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

Wireless@SG Operators' contact details are as follows:

<b>Wireless@ SG Operator</b>	<b>Website</b>
iCELL Network Pte Ltd	<a href="http://www.icellwireless.net/">http://www.icellwireless.net/</a>
M1	<a href="http://www.m1net.com.sg">http://www.m1net.com.sg</a>
Singapore Telecommunications Ltd	<a href="http://home.singtel.com/wirelessSG/">http://home.singtel.com/wirelessSG/</a>

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