

Fon Unveils the Ultimate WiFi Service Management Solution at MWC 17

- Fon has built a robust carrier-grade solution for communications service providers so they can manage WiFi services, segment and monetize WiFi networks

14 February 2017. MADRID. Fon, the world's leading carrier WiFi provider, is excited to present its new **WiFi Service Management Solution** at the Mobile World Congress 2017. The solution allows communications service providers (CSPs) to offer WiFi services to their clients covering multiple use cases, such as WiFi Monetization, WiFi Offload/Onload, WiFi First, WiFi Calling, WiFi Roaming, and WiFi as a Service (WaaS).

The solution features an advanced policy manager that allows CSPs to segment user profiles and personalise services with an unprecedented level of granularity, in order to maximise ARPU. In addition, having a single control panel for all WiFi services tightly integrated with the cellular core and BSS/OSS systems enables operators to include WiFi into their convergent offering, and reduces their operational costs up to 30%.

Another novelty of the solution is the ability to deliver tailored services to specific Access Points remotely. This way CSPs can offer WiFi as a service to their business customers and explore new service opportunities in a variety of verticals, such as transportation, hospitality, municipality, healthcare, and airports.

"Fon WiFi Service Management Solution is unique in the industry. Given our extensive experience building residential WiFi networks with the top leading operators around the world, we have developed a cutting-edge solution. We want to make it easy and scalable for service providers to offer WiFi services. The ultimate goal is to make WiFi a complement to 5G, but for that, operators need to have control over WiFi. We provide them with the tools to manage their networks smartly and easily." said Alex Puregger, Fon CEO.

80%* of mobile traffic now goes over WiFi. As a result, CSPs are increasingly adopting different WiFi strategies. This trend can be observed worldwide: BT, Vodafone, SFR, KPN or Cosmote in Europe, Telstra in Australia, Comcast, AT&T and T-Mobile in the US, Softbank or China Mobile in Asia, and the list goes on. Fon technology is used to manage almost 50% of all carrier WiFi hotspots globally.

Fon is working on new carrier deployments that will be disclosed in the following months.

Fon at Mobile World Congress 2017

Fon has been invited to take the stage at the NEXTech Lab, a place where forward-thinking companies can engage with the audience and share their latest innovations. Alex Puregger, CEO of Fon, will talk about the future of WiFi and new technology that will transform the industry in his presentation "Revolutionising the WiFi ecosystem". He will be speaking on Tuesday the 28th at 12:15.

About Fon

Fon is the world's leading carrier WiFi provider. Pioneers of residential WiFi sharing, we revolutionised carrier WiFi with our technology, creating a globally connected WiFi network. Today, we continue to innovate through two leading business areas. **Fon Solutions** offers best-in-class WiFi products and services. Our cutting-edge management solutions enable service providers to configure, deliver and operate their own WiFi services. **Fon Network** aggregates residential and premium carrier WiFi footprints creating one coherent global WiFi network. We facilitate WiFi interconnection between carriers, provide access deals to interested parties, and enable seamless user roaming. Fon's global clients include British Telecom, the Deutsche Telekom Group, SFR, Proximus, KPN, Cosmote, MWEB, SoftBank, Telstra, and Vodafone. To learn more, visit fon.com



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