

Freerunr Lite

WiFi solution for fixed and mobile operators

Freerunr Lite provides a way to offload data traffic onto broadband for home users and offers business customers more value from their broadband line.

WiFi today is the preferred bearer for consumer access to the Internet for laptop and mobile devices. However public WiFi hotspots have traditionally been for large business and chains alone due to high costs of deployment.

Freerunr is currently deploying its public network in commercial and community locations throughout the UK and Europe. Freerunr Lite brings WiFi to the home and business in a way that makes sense on a mass scale, hand in hand with operators.

At the centre of Freerunr Lite is an 802.11n access point delivering a full WiFi hotspot service with advanced features that can be self installed by the customer on their own broadband line.



Freerunr Lite Home

With cellular network capacity a challenge for consumer data, and indoor coverage even more challenging, Freerunr Lite offers an alternative way to offload data onto the broadband network. The service acts as a private WiFi access point on the consumers own broadband, but also opens up a separate public interface for visitors.

The consumer can set their own private WPA encrypted SSID, and authorise up to 10 of their own devices for seamless access (via MAC address authentication). Their devices also work seamlessly on all other Freerunr Lite access points, and on the public Freerunr network.

Visitors will see a public SSID, and will need to register once and login via the landing page to gain Internet access. Visitor sessions are always limited to 30 minutes.

Freerunr Lite Home will retail for £ 34.99/€39.99 including tax and delivery.

Freerunr Lite Business

Free public WiFi in a venue makes existing customers more loyal and stay longer. Better still they also attract new customers. The fact is their customers will hunt out public WiFi, in fact they will hunt out free WiFi. Over 50% of people will only use a WiFi hotspot if its free of charge.

Freerunr Lite offers small business a full WiFi hotspot solution for a single, one-off payment - no ongoing fees other than their own broadband. Its takes all the hassle out of offering.

Those locations needing a fully managed service with features such as 24/7 telephone support, active monitoring, content filtering, monthly statistics, engineer installation and full landing page customisation can upgrade to the full Freerunr product

Freerunr Lite Business will retail for £ 44.99/€49.99 including tax and delivery.

Feature	Home	Business
802.11n access point	■	■
Self install and management	■	■
Decentralised architecture and self healing network for 100% uptime	■	■
Public SSID	■	■
Partner public SSID	■	■
Private WPA SSID (on separate VLAN)	■	
Register 10 devices for seamless access on home and other Freerunr locations	■	
Partner branding on public landing page	■	■
Customise landing page with venue information		■
Uses customers existing broadband line	■	■
Plug and play into any DSL modem with a spare ethernet port	■	■
Upgrade available to full Freerunr managed service		■
Listing in hotspot directory and in venue signage (including partner logos)		■

Partners

Freerunr Lite offers partners the opportunity to deploy a network with their own identity, SSID, branding and devices - giving free WiFi to your customers. Because you can have your own SSID across our entire network, the WiFi always appears as your own - down to the design and branding of the landing page. Better still you can use the landing page to communicate with users that are not yet your customers, or email them after they register.

Mobile Operators

Sending your customer a Freerunr Lite Home access point will ensure more of their data is offloaded onto broadband rather than your cellular network. The seamless authentication means they will use broadband at home, when they are visiting friends/family with an access point and also when they are in public locations covered by Freerunr.

Fixed Line Operators

You can now offer some value add for your business customers - give them free WiFi for their customers. You can have your own SSID and landing page design, so customers can see this is a service you are providing for them. And with 30 minute timeouts on user sessions, the broadband line you supply is protected from heavy file downloaders and abuse.

Volume pricing is available to operators/distributors. Get in touch to discuss opportunities with us: sales@freerunr.com

because it's a free world

