# mallorcawifi.com

## Transforming Destinations into a Smart Destinations

**CISCO** Powered

MallorcaWiFi.com is a Certified CISCO Meraki Networking Associate & Authorized Reseller.

**UIB** Universitat de les Illes Balears

MallorcaWiFi.com is the UIB´s official partner for research and development in the fields SmartCity, SmartDestination, IoT & BigData.

**WORLD Wi-Fi Day**

MallorcaWiFi.com nominated for the best Urban WiFi deployment worldwide.
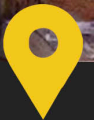
**sdc**

MallorcaWiFi.com obtains the Smart Technology 2016 prize at the Smart Destination Congress.

# We've built Europe's largest **Free WiFi** public network

## MALLORCA ISLAND CASE STUDY

### SMART WIFI

+ 1.000 Outdoor Wireless Access Points "State of the Art"
+ 300 Kilometers of Network Cable
+ 300 Bluetooth Beacons
+ 200 Wireless Backbones
+ 200 IoT Sensors
+ 100 Routing/Switching Devices

**CISCO Meraki**

### SMART DESTINATION

+ 350 Millions of Login Users Sessions at year
+ 50 Millions of Users Reached at year
+ 10 Millions of Unique Wi-Fi Devices (unique users) connected at year
+ 1 Million m2 WiFi Coverage (All the Island touristic/social strategic places)
+ 400.000 Wireless GB Served (It´s like 500 Millions of shared pics on Facebook)
+ 300.000 Destination Mobile APP Downloads
+ 36.000 BigData Analytics GB Stored

### SMART ISLAND

"State of the Art" Network Deployed for bring wireless Internet connectivity to users & devices
100% Free Unlimited Wi-Fi Sponsored Service to users (Tourists, visitors, residents)
Smart WiFi Location Analytics (Foot Traffic & Location-Based User Behavior)
Smart Island Environment Control
Smart Destination Mobile Application
Smart City Intelligence based on Big Data Analytics from Mobile APP + Beacons + IoT + WiFi
Full Sharing Destination Experiences on Social Networks

## ONLY **1 million $** of TOTAL investment
Smart Cost-Effective Solution

SMART WIFI → SMART DESTINATION → SMART ISLAND

**Private-Public**
Success Collaboration Model

## ALL OUR KNOW-HOW IN A TURNKEY SOLUTION

Geolocation + Behavioral Analytics + IoT (Internet of Things) + Real-time interaction + Unique and personalized experiences = ROI & Engagement

### FREEMIUM

100% Private Investment
**Without cost of maintenance**
100% Free Wi-Fi Internet Service
Location Analytics Included
Ready to BigData Analytics
Ready to Destination Mobile APP
Ready to IoT
Ready to Data Mining Services

Subject to Study
**Mallorca Island Model**

### SHARING

MOST POPULAR!

50% Public-50% Private Investment
Without cost of maintenance
100% Free Wi-Fi Internet Service
Location Analytic Included
BigData Analytics Included
Destination Mobile APP Included
Ready to IoT
Ready to Data Mining Services

Ready to go in 6 months

### PREMIUM

100% Public Investment
**Without cost of maintenance**
100% Free Wi-Fi Internet Service
Location Analytics Included
BigData Analytics Included
Destination Mobile APP Included
IoT Services Included
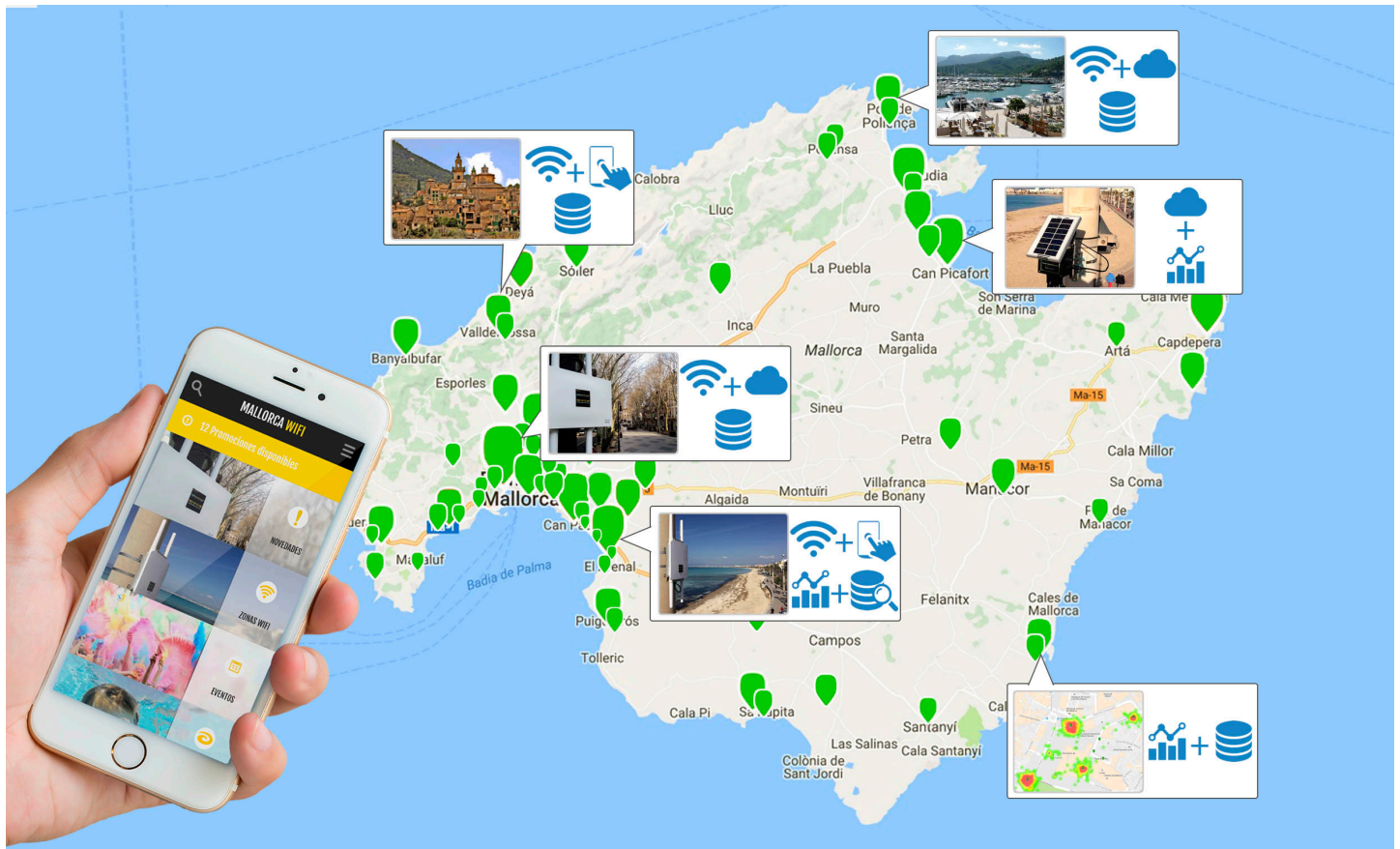Data Mining Services Included

Ready to go in 3 months

MallorcaWiFi.com offers a new smart island service
to all the islands, cities and towns of the world than
wish to transform their destination into a smart destination
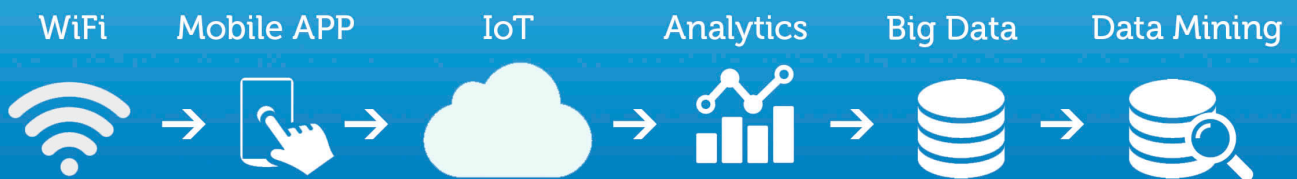
Different Setup Fee Options:
FREEMIUM - SHARING - PREMIUM

Sustainability Guaranteed WITHOUT COST OF MAINTENANCE

# FULL INTEROPERABILITY

WiFi → Mobile APP → IoT → Analytics → Big Data → Data Mining

Much More than WiFi and that's just the Beginning

## ABOUT US

More of 23 years of experience and a lot of success proyects in a new technologies, telecom services and infrastructure, wireless connectivity, mobile marketing and a WiFi Media Agency thanks to the Big Data.

## WHY CHOOSE US ?

☑ People LOVE free Wi-Fi - It's the number one most request travel amenity.

☑ We enable a full technology innovation in economics, culture, social and environmental fields.

☑ We enable brands to sponsor free Wi-Fi in exchange for guaranteed consumer engagement.

☑ Network sustainability guaranteed through sponsorship agreements

Smart Island Support: **+34 902 50 22 88**

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