

UNLOCKING AIRPORT ANALYTICS with
WIRELESS
NETWORKS

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NICE TO MEET YOU!



WORLD CLASS WIRELESS

FOR THE
**WORLD'S PREMIER
PROPERTIES**

Boingo delivers
unparalleled wireless
solutions at iconic
venues serving
more than

▶ **1** ◀

**BILLION
CONSUMERS
ANNUALLY**

THE CONNECTED TRAVELER

Travelers are mobile-first and demand connectivity at every step of their journey.



1 in 3

millennials believes
the Internet is as
**important as air, water,
food, and shelter**



Majority

of businesses
travelers carry three devices:
**laptop, tablet and
smartphone**



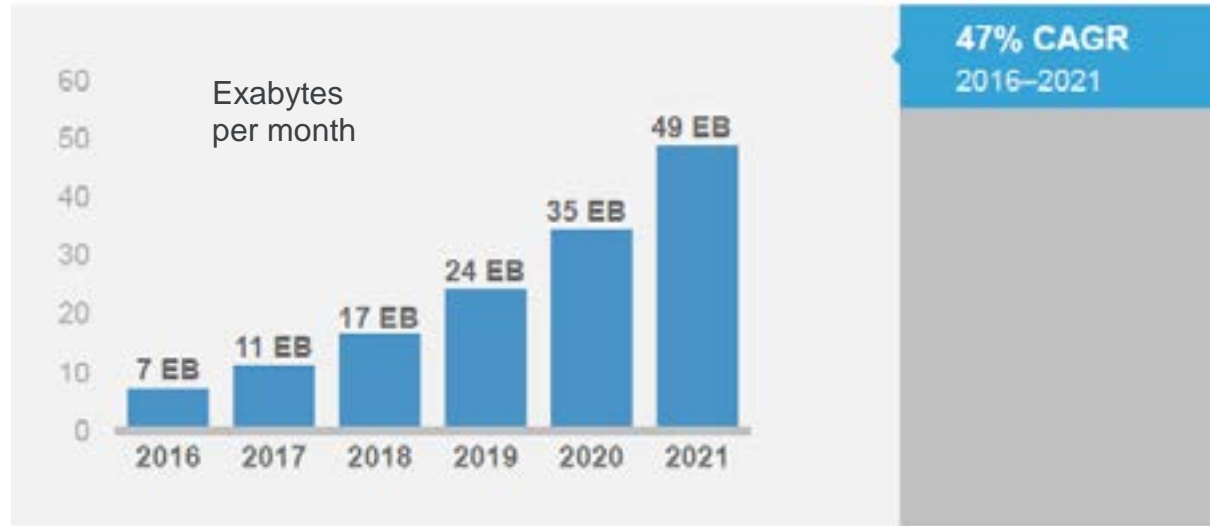
2 out of 3

of consumers **connect
their smartphones to
Wi-Fi** rather than a
mobile network when
using the internet

MOBILE LIFESTYLE = MOBILE DATA AT YOUR AIRPORT IS SKYROCKETING

Mobile data consumption is higher than ever ... and it keeps going & going.

Global Mobile Data Traffic Growth /Top-Line
It will increase 7-fold from 2016-2021



Source: Cisco VNI Global Mobile Data Traffic Forecast, 2016-2021

A person with a red backpack and a green and black patterned jacket is walking away from the camera on a moving walkway in an airport. Other people are visible in the background, some walking and some standing. The scene is brightly lit with overhead lights and signs.

ZEROING IN:
**AIRPORT
TECHNOLOGY**

NEW TECH = NEW OPPORTUNITY

- ✓ Technology is central to operating strategies, management decision-making and **service delivery to passengers**
- ✓ Technology changes how airports **interact with passengers**



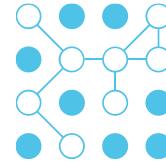
E-Ticketing



Mobile apps and
airline flight updates
(in realtime)



RFID bag
tracking



Digital
displays



Social
media

EVOLUTION OF AIRPORT WIRELESS NETWORKS

How to keep up with user demand.



Wi-Fi

- ✓ Hybrid of free and paid
- ✓ Carrier Wi-Fi offload
- ✓ Passpoint
- ✓ Advertising



Cellular

- ✓ Distributed Antenna Systems (DAS)
- ✓ Small Cells

PASSPOINT

Better customer experience

Next
Generation
Wi-Fi
Platform



Interoperable



Seamless

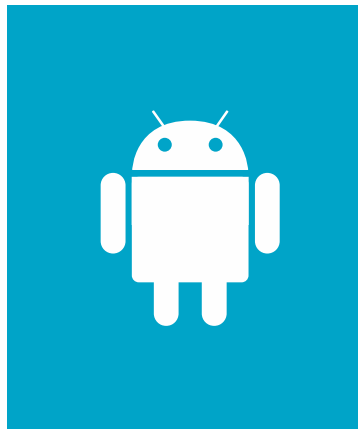


Secure

PLATFORMS GET **PASSPOINT**



APPLE
iOS & OSX



ANDROID



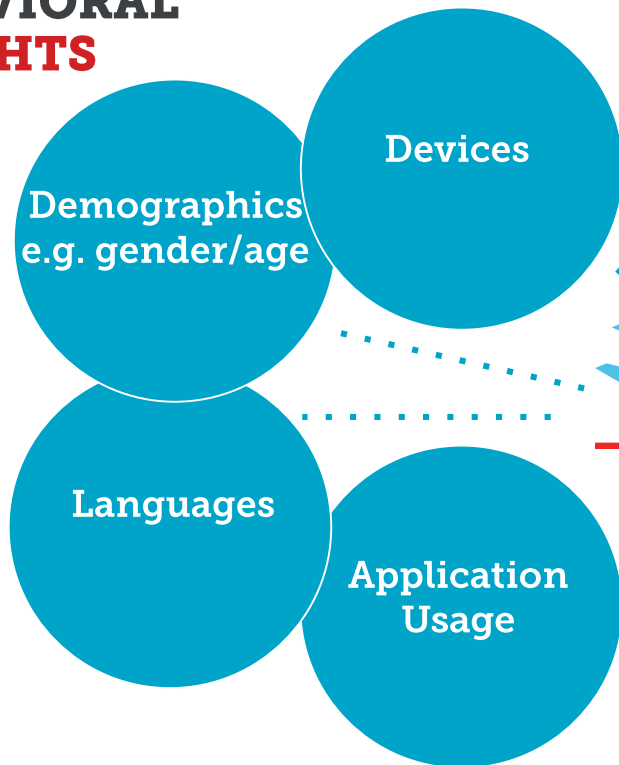
WINDOWS
10



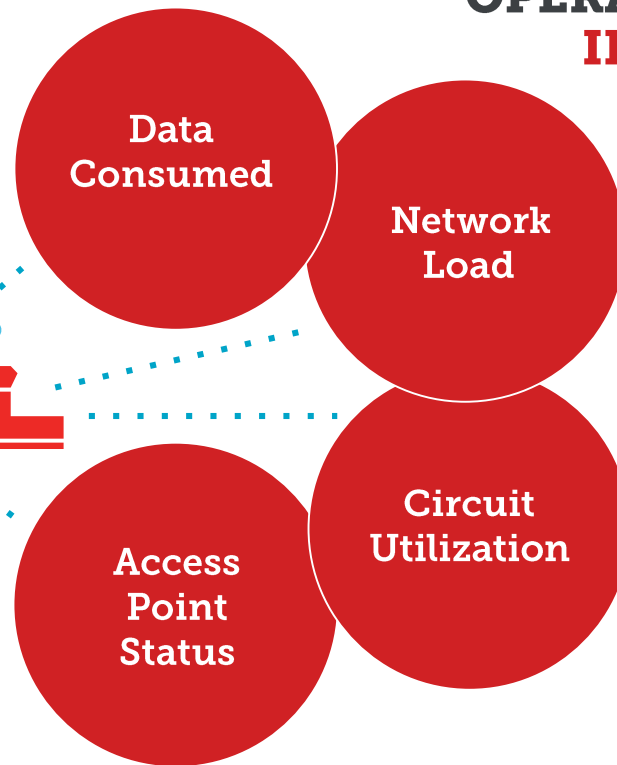
THE DATA DOWNLOAD:
**AIRPORT WIRELESS
NETWORKS**

GET TO KNOW YOUR PASSENGER

BEHAVIORAL INSIGHTS

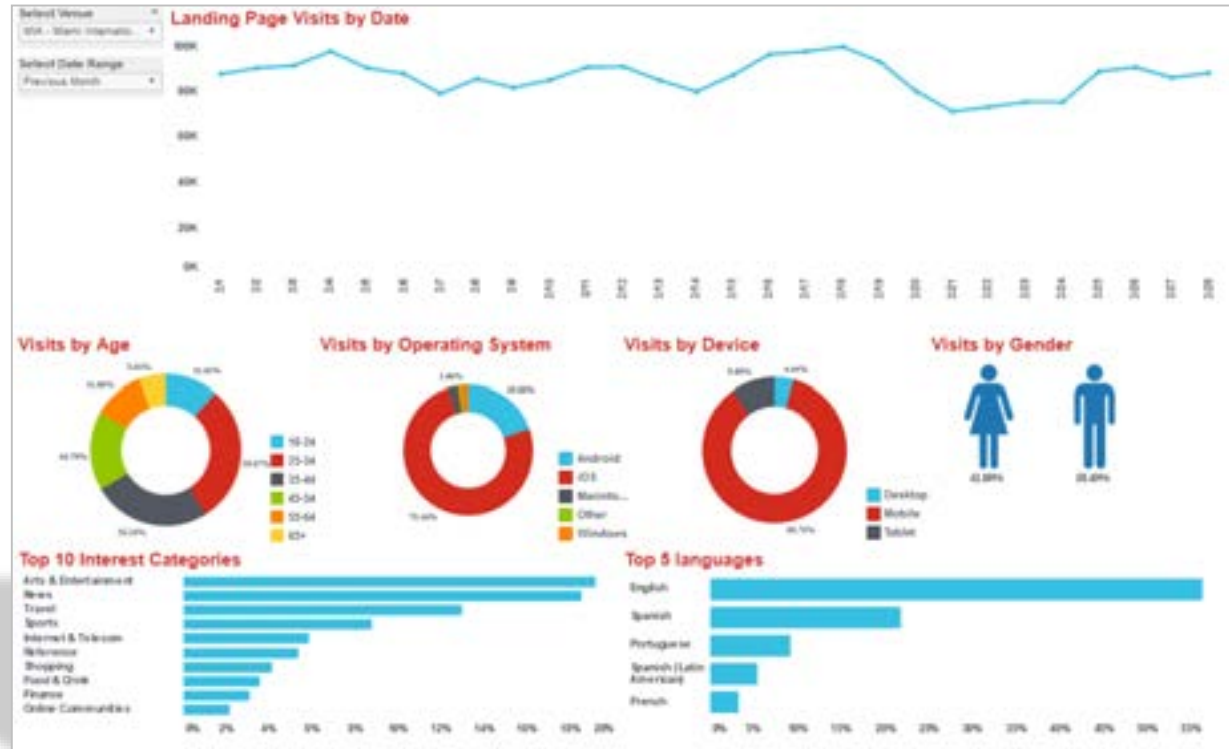


OPERATIONAL INSIGHTS



BEHAVIORAL INSIGHTS

Web Traffic



Wi-Fi ANALYTICS

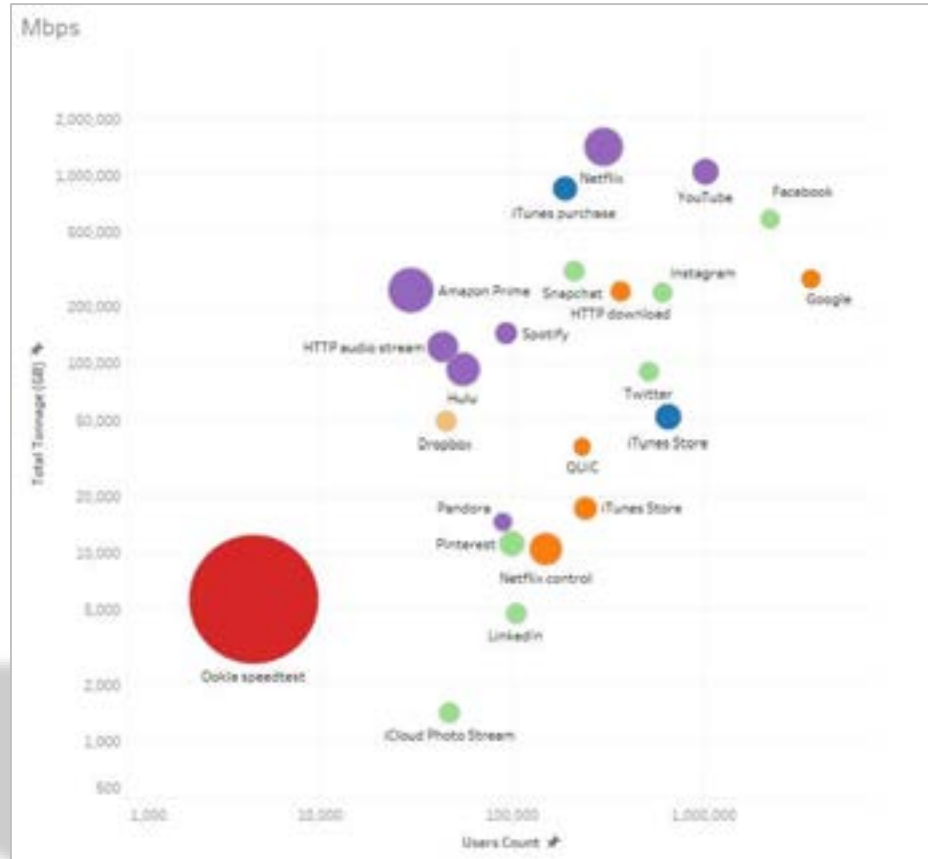
Insight in Action

Galaxy Note 7 Devices Connecting to Portal



GET THE FULLER PICTURE

Network Behavior Data



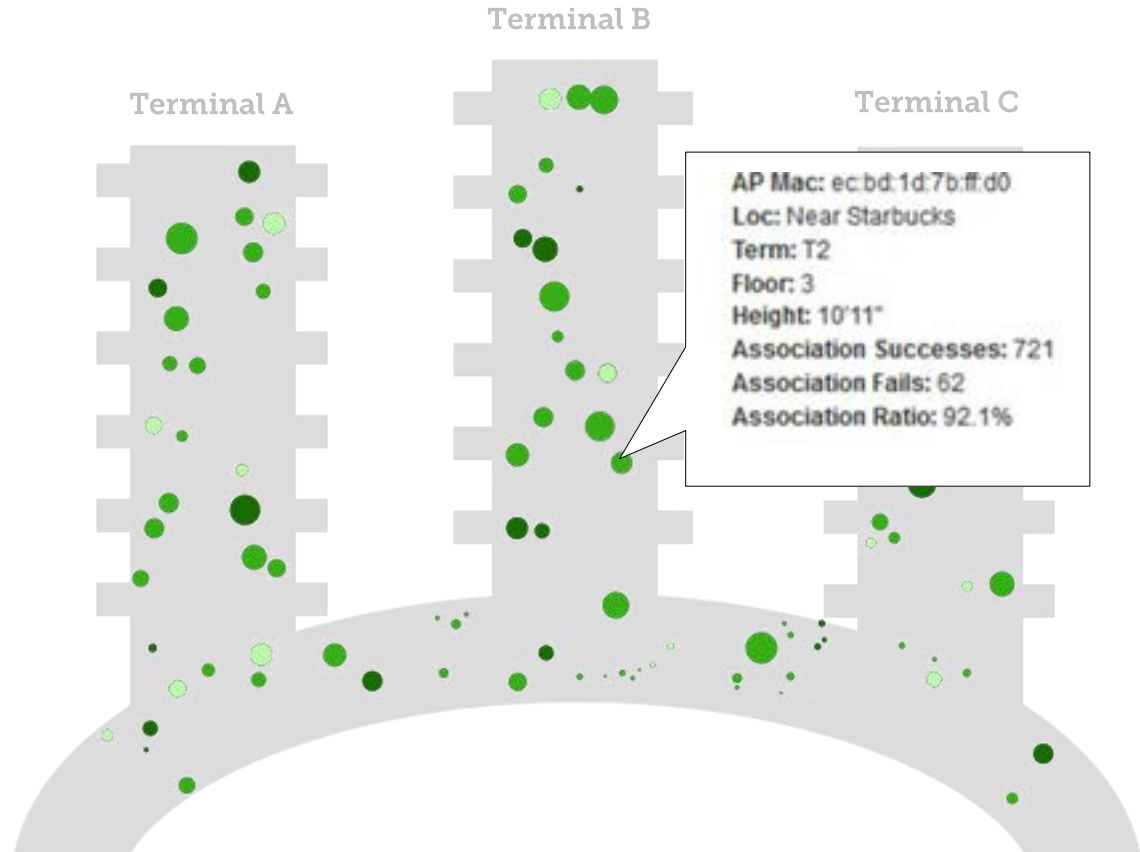
NETWORK DATA EVOLUTION

Visualize your network

- ✓ Number of users
- ✓ Data consumption
- ✓ Quality

...Across dimensions

- ✓ Usage type
- ✓ Service Tier



STREAMING AND SHARING



NETFLIX:
5 Mbps
(HD Quality)



HBONow:
3 Mbps
(HD Quality)



HULU:
1.5 Mbps



AMAZON
INSTANT VIDEO:
3.5 Mbps
(HD Quality)



YOUTUBE:
1.5-4 Mbps
(HD Quality)



SPOTIFY:
.3 Mbps
(HD Quality)



PANDORA:
.3 Mbps
(HD Quality)



LOOKING AHEAD:
**NETWORKS
OF THE FUTURE**

IT'S A **WIRELESS** WORLD



MORE...
DEVICES



MORE...
APPS
& SERVICES



MORE...
INTER-
CONNECTIVITY



MORE...
CHALLENGES →
OPPORTUNITIES

TEAMWORK MAKES THE DREAM WORK

Cooperating for Huge Opportunities

802.11r ^{4.5G} LWA LTE-U eLTE 802.11x
802.11ad MultiFire Alliance
802.11ax ^{5G} LAA LTE-A 803.11k
802.11ac



A woman in a black blazer and yellow shirt is using a tablet computer. She is holding a black handbag. The background is a blurred airport terminal.

WHEN AIRPORT NETWORKS SCORE:
YOU WIN

FINAL THOUGHTS

- ✓ **Evolve wireless infrastructures** for both cellular and Wi-Fi to handle mobile data demands
- ✓ Plan for **Passpoint**
- ✓ Understand the **power of analytics** from a wireless network
- ✓ Make wireless a win-win: **better user experience, better operations**
- ✓ Look to wireless experts to help you stay ahead of **the next big mobile trend**



Q + A

**THANK
YOU**

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