

# Shaw Go WiFi

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Shaw)

# Shaw Communications Inc.

- Shaw Communications Inc. is a diversified communications and media company.
- Shaw provides consumers with broadband cable television, High-Speed Internet, WiFi, Home Phone, telecommunications services, satellite direct-to-home services and engaging programming content.
- Shaw serves 3.4 million customers, through a reliable and extensive 625,000+ kilometer long fiber network.



# Shaw Communications Inc.

- For over 35 years Shaw has been committed to providing exceptional customer service to customers from Victoria to Sault Ste. Marie for their cable and internet needs.
- 1999-Shaw launched High Speed Internet in Sault Ste. Marie.
- 2005 - Shaw Digital Phone launches, with residents of Calgary, Edmonton and Winnipeg being the first to experience Shaw Digital Phone.
- 2008-Shaw launches Digital Phone in Sault Ste. Marie.
- The majority of SSM residents are Shaw customers.



# Shaw Go WiFi Overview

- As part of our broadband leadership Shaw is extending, as a value-add, the best broadband experience in North America outside of the home and place of business to where people congregate in that “third place” to use their mobile devices.
- Shaw is the leading provider of Internet services in its territory and offers the fastest residential speeds in Canada.
- Shaw is providing value-add access to services that changes the way people use metro wireless data including unsurpassed access to the Internet, access to premium video content and other services.



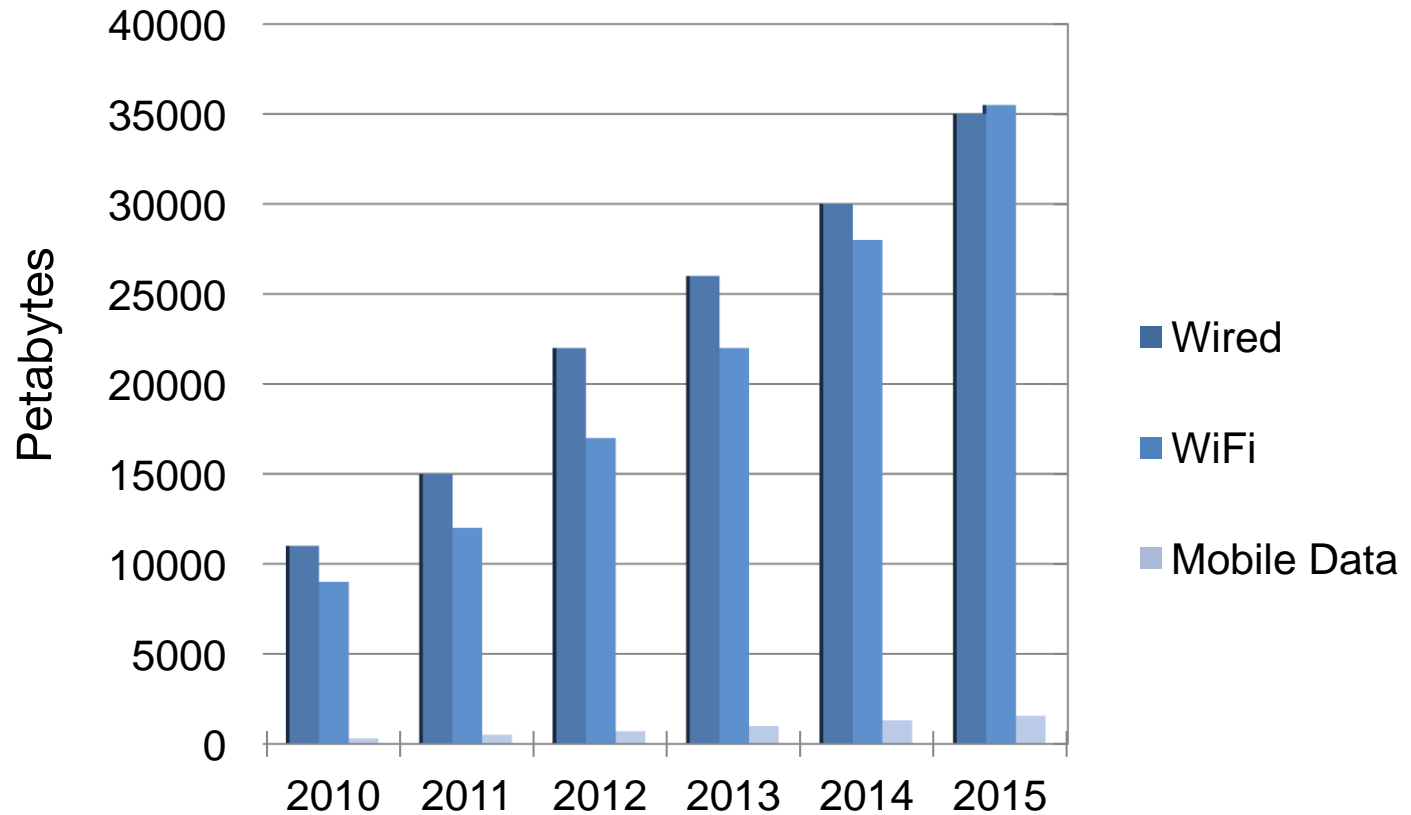
# Why WiFi?

## The Future of Hotspots: Making Wi-Fi as Secure and Easy to Use as Cellular

- According to the Wi-Fi Alliance about 200 million households use Wi-Fi networks.
- There are about 750,000 Wi-Fi hotspots worldwide. Wi-Fi is used by over 700 million people and there are about 800 million new Wi-Fi devices every year.
- Cisco has shipped over 11 million access points to customers worldwide.
- Tier-one mobile operators are taking a closer look at how to take advantage of the unlicensed spectrum and Wi-Fi as part of their mobile strategy.
- Need to use licensed and unlicensed strategy to deliver the most data service and the best mobile experience.

Source: Cisco Visual Networking Index (VNI) Global Data Forecast, 2010-2015

# Why WiFi?



Petabyte =  
1 million gigabytes  
1 thousand terabytes

Source: Cisco Visual Networking Index (VNI) Global Data Forecast, 2010-2015

# Shaw Go WiFi Overview

- Shaw is building a wide area metro WiFi network that will provide Shaw customers with ubiquitous metro-connectivity at carrier-grade quality of service.
- Shaw is using a multitude of partners, including municipal and provincial governments, educational institutions, health care organizations, franchisees, hotels, restaurants, small business owners, societies, property management corporations, etc.
- Shaw Go WiFi offers a highly cost-effective competitive alternative to the wireless incumbents' data services.



# What is Shaw Go WiFi?

- Shaw Go WiFi is currently available in thousands of locations across Canada including:
  - Calgary, Edmonton, Vancouver, Victoria, Winnipeg and the surrounding communities - now coming to the Sault
  - Hundreds of locations being added weekly
  - Thousands of Access Points so far
- Locations are visible on the Shaw Go WiFi Finder
  - More than 200,000 downloads to date
  - Over 750,000 unique sessions to date
  - WiFi mobile app - consistently top downloaded navigation app in iTunes Canada Store





# WiFi Devices

- Shaw Go WiFi is compatible with all popular WiFi devices used today:



# What is Shaw Go WiFi?

- Value
  - Access to Shaw Go WiFi is complimentary for all Shaw Internet customers.
  - Customers now have the freedom to take their Internet “on the go”.
  - The majority of Sault residents are Shaw customers and will be able to take advantage of the Shaw Go WiFi network throughout the City.
- Functionality
  - Supporting 802.11 a/g/n and future ac standards
  - Operates on both 2.4 GHz and 5 GHz unlicensed spectrum
  - Enables large data transfers linked to Shaw Internet accounts
  - HTC One/M7 is 802.11ac-enabled
  - The recently announced Samsung Galaxy S4 is also 802.11ac-enabled.
- Simplicity
  - Shaw Go WiFi network access with “one-time” device registration
  - Seamless authentication over thousands of AP's across Canada

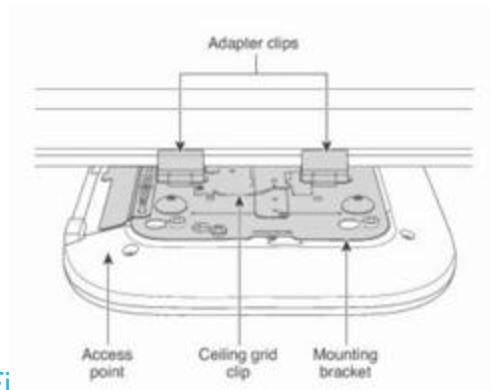
# Where will WiFi Go?

Roaming between WiFi networks & cellular carriers will be getting easier

- The IEEE is developing 802.11u and the Wi-Fi Alliance has developed a Hotspot 2.0 initiative to enable easier roaming between heterogeneous networks.
- If the device supports 802.11u it will automatically connect and roam using the SIM chip of a device and automating secure connections.
- These newly defined protocols will allow carriers around the globe to roam onto each other's Wi-Fi hot spots.

# The Shaw Go WiFi Network

- AP's are currently controlled and monitored over a carrier grade network
- Shaw deploys Cisco Access Points (AP's) which utilizes Clean Air Technology with effective Radio Management Services
  - Would not interfere with other existing/future WiFi networks or other devices using the unlicensed bands
- Both indoor and outdoor AP's are used to provide effective coverage
  - Indoor AP's have a range of 20m and use 15W of power
  - Outdoor AP's have a range of 100m and use 40 W of power



# The Shaw Go WiFi Network

<http://www.shaw.ca/internet/wifi/>



# Benefits to your business

- No Cost to Partners or Shaw customers
- Shaw Go WiFi could offload a significant amount of WiFi traffic, providing a better overall experience for all users (on both the Shaw Go WiFi and the existing WiFi networks).
- Shaw advertises our partners business on our website [shaw.ca/wifi](http://shaw.ca/wifi) and our smart device Apps for Apple, Google, BlackBerry, and Windows platforms.
- Fast WiFi download speeds.
- Shaw Go WiFi service fully managed and supported by Shaw.





# Thank you!

