



The Next Generation of Airport Connectivity is Here **Is Your Airport Ready?**

Scott Phillips, Vice President of U.S. Airports, Boingo Wireless



Market Trends: Mobile Data Explosion

Mobile data traffic to **increase by 11x** between 2013-2018

9.2GB

Average monthly data usage

80%

consumed via Wi-Fi

4

Average number of devices Americans own

93%

say Internet most important in daily life

91%

mobile devices most important in daily life

200%

increase in "Digital Elites" in last two years



A Better Way to Wi-Fi

Passpoint offers myriad benefits to players across the travel ribbon

Consumers

- Improved experience
- Seamless, instant connections
- Enterprise-level security



Airports

- Improved customer satisfaction
- Competitive advantages
- Wi-Fi security built-in

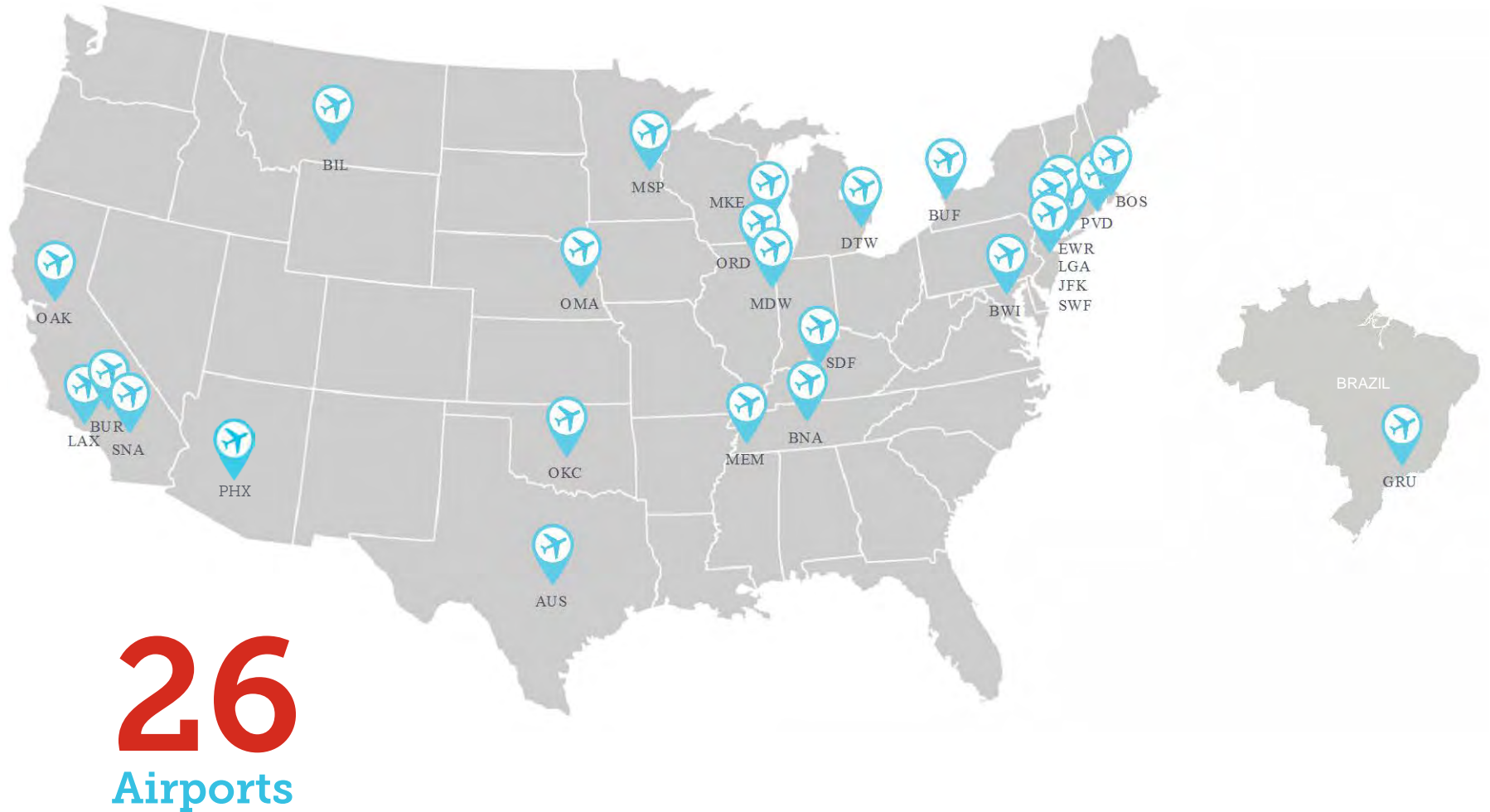


Innovation for All

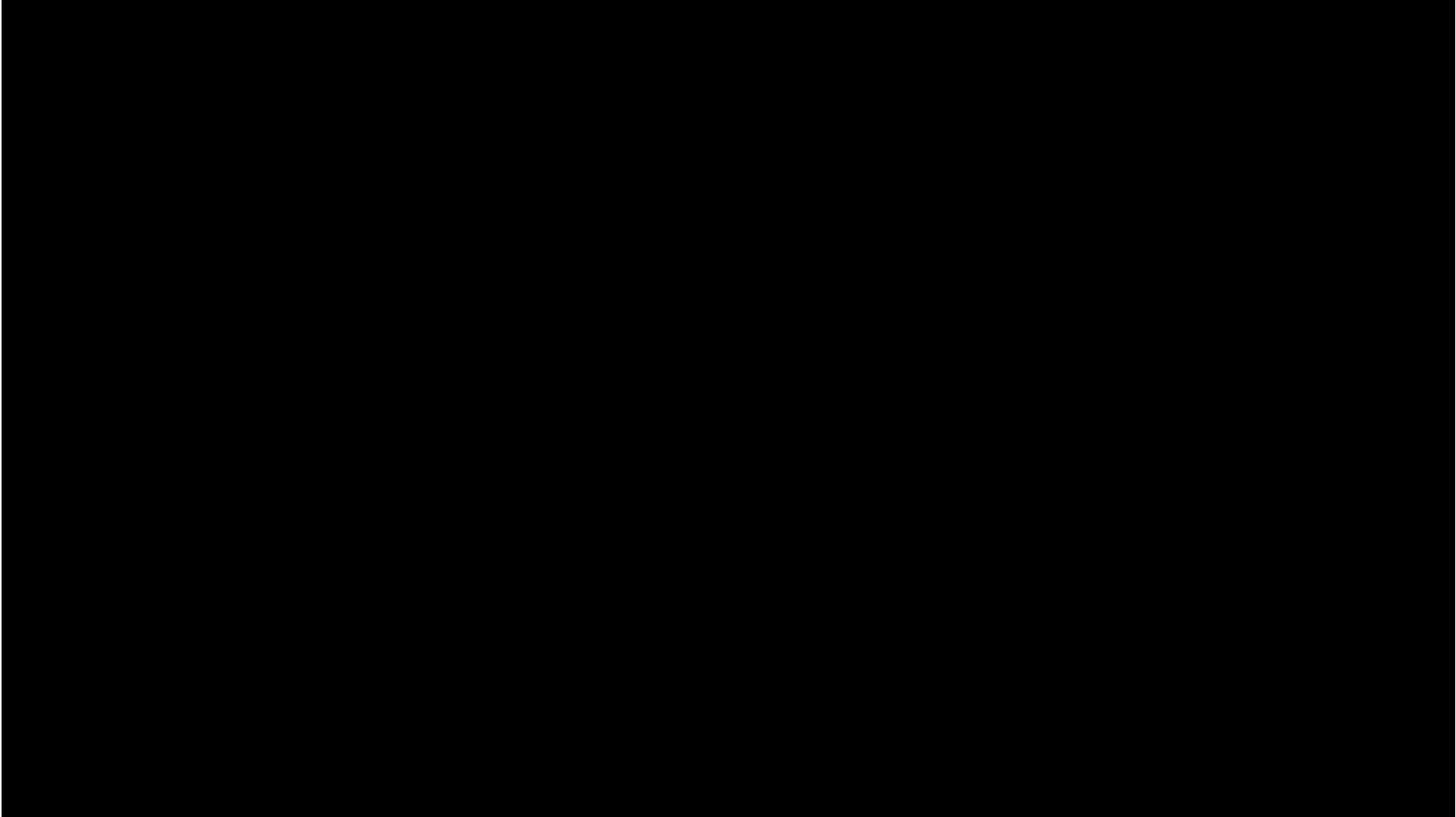
- New non-aeronautical revenue
- Analytics, location based services
- Highly available wireless networks



Airports: First in Passpoint



Passpoint at Austin-Bergstrom



SMART Networks™



Secure



Multi-Platform



Aalytics-Driven



Responsive



Tiered

SMART Networks™



Secure

All S.M.A.R.T. Networks will be Passpoint-enabled, supporting WPA2 encrypted connections for some classes of service, in addition to employing security configurations that protect the core network.



Multi-Platform

S.M.A.R.T. Networks are designed to optimize the Wi-Fi experience, platform-by-platform. Boingo's classes of service help users and service providers pick the experience they desire, while the network intelligently optimizes that experience for the platform itself.



Analytics-Driven

S.M.A.R.T. Networks are location-aware, enabling venues to better serve customers with actionable business intelligence derived from historic and predictive analytics.



Responsive

S.M.A.R.T. Networks balance flexibility, capacity and connection performance with an adaptable network infrastructure. S.M.A.R.T. Networks continually evaluate the service being provided, ensuring that it's delivering the defined user experience for each class of service.



Tiered

S.M.A.R.T. Networks support multiple classes of service that can be tuned for a defined user experience. The tiers of service classes create user experiences that meet the needs of casual and power users alike.

Smarter Networks, Enhanced Monetization

Wholesale Access

Analytics

Improving Service,
Increasing Revenue



Thank You!

Scott Phillips

Boingo Wireless

sphillips@boingo.com

305-775-0212

