

# Smart Cubes Society



## WiFi Billboards for Festivals

Eliminate digital dead-zones

+31 (0)6 51 429 386

[Arie@SmartCubesSociety.com](mailto:Arie@SmartCubesSociety.com)

[www.SmartCubesSociety.com](http://www.SmartCubesSociety.com)



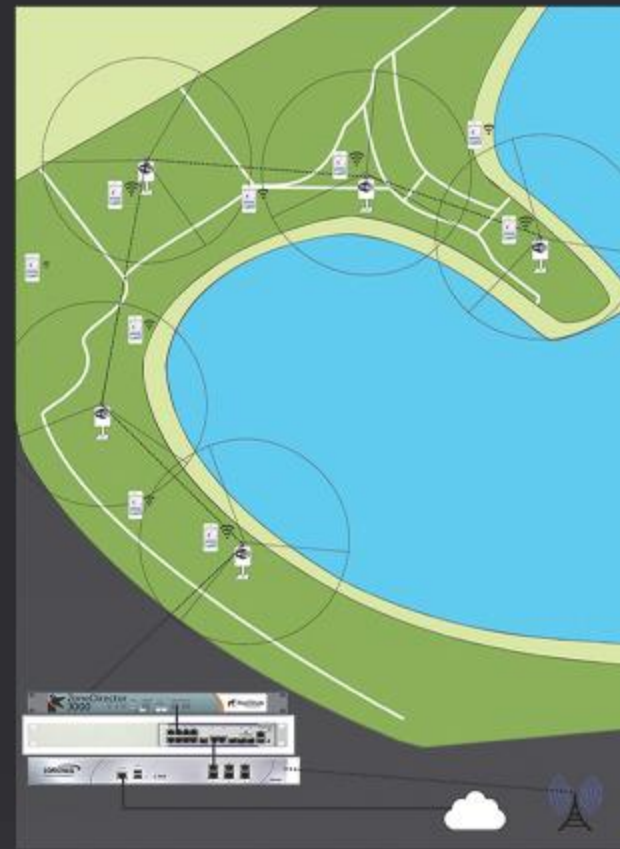
During festivals and events, it's quite a challenge to meet the increasing need for WiFi from the public. Large public events are often held in outdoor areas without internet access and without a proper mobile signal. At the same time the use of Facebook, Twitter, YouTube and Flickr have become an integral part of our lives.

This makes the lack of connectivity an increasing factor of dissatisfaction for both the audience and major sponsors, nowadays a crucial financial pillar for large events.

SmartCubesSociety developed an integrated concept for festivals and events, that turns temporary public WiFi from a cost center into an attractive business model. The use of billboard hotspots marks the WiFi zones and makes sponsors relevant for the audience and creates both visibility and sympathy.

Mobile phones play a key role in the use of WiFi. Therefore a mobile App is available for online activations. In addition to the regular features such as the festival line up, artist profiles and a ground map, Facebook integration will contribute to the online marketing exposure for both festival and sponsors.

Our festival app, developed by Mobiquity, is integrated with Facebook which will generate Likes and thousands of posts. This will contribute substantially to the marketing exposure of festivals and sponsors.



At major events, the load on the WiFi network can reach up to several thousands of concurrent users.

The large crowd combined with interference of technical installations at festivals requires a dynamic WiFi system.

To ensure a stable WiFi network, we use high quality equipment from Ruckus Wireless. Technical implementation will be done by The Event Engineers, with a very solid reputation on this field since 2009.

The image above shows a WiFi network for a festival with 5 WiFi hotspots and an audience of 35,000 visitors. The central WiFi server can be wired to a local Internet connection or wireless through an external access point.





# FAQ

## *How do people get access to WiFi?*

- You decide whether people get access automatically, through an App or a landing page

## *How many people can simultaneously use WiFi?*

- Each hotspots can serve up to 750 concurrent users

## *What's the coverage of a hotspot?*

- When it's very crowded a radius of 75 meters but usually more

## *We already developed our own mobile App, is that a problem?*

- No, but our app is linked to Facebook, which will contribute to your online marketing exposure

## *Is the billboard a LED screen?*

- No, it's PVC (172 x 235cm ) with backligh for dark hours

## *Can you provide Internet access?*

- Yes, if it is necessary we can arrange a broadband Internet connection anywhere in the Netherlands

## *Do you also offer WiFi without billboards?*

- Yes, but the billboards mark the WiFi zones and instead of advertising you can of course show other information

## *Can you also recruit sponsors?*

- Yes, we can but most events prefer to keep it in their own hands

