

Bring wireless access to the great outdoors

The connected population expects internet access anywhere, including outdoor environments. Provide everyone with universal wireless connectivity to improve the lives of citizens and remote workers, offer differentiated services, and promote your town or city to visitors.

The global market for outdoor Wi-Fi is projected to reach

\$37.7 BILLION
by 2020¹

What the digital nomad wants

Uninterrupted access anywhere

Enhanced experiences

Flexibility

Targeted services

Remote working

It's predicted that by 2023,

90% of adults

will be using smartphones in developed countries²

Build up to alfresco internet access

Create a connected infrastructure that can be scaled up as your outdoor wireless network develops.

By 2020,

10%

of smart cities will use streetlamps as the backbone for a smart city WAN⁴

By 2021, the number of public Wi-Fi hotspots worldwide is forecast to rise to

542 million³



By 2019,

40%

of governments will use IoT to turn infrastructure into assets instead of liabilities⁵

The freedom of outdoor Wi-Fi

With extended coverage, you can open up opportunities for monetising your outdoor wireless network through targeted advertising.



61%

of smartphone users love seeing ads customised for their immediate surroundings⁷



There is a positive relationship between multiple Wi-Fi hotspots and the presence of digitally engaged consumers on the high street⁶

67%



of smartphone users want to see ads based on their location⁷

For universal outdoor wireless

Make everywhere a wireless hotspot to give people the outdoor access they demand. With D-Link's Industrial Ethernet solution, you can benefit from one seamless network that extends coverage and maintains data flow, for an uninterrupted Wi-Fi service across your town or city.

Anywhere access

Reliable in outdoor environments

Location-based data services

For more information
eu.dlink.com/industrial