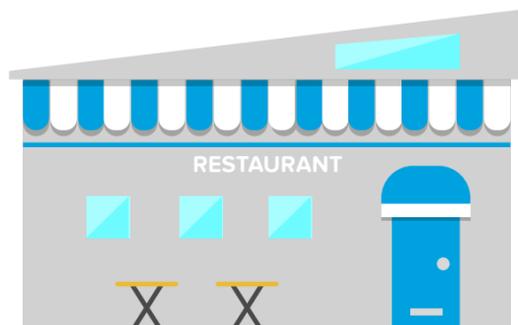


WI-FI USAGE IN RESTAURANTS

Infographic provided by Cloud4Wi, the world's first open Wi-Fi engagement platform for businesses.



OVERVIEW

A leading Managed Service Provider is offering fully branded and managed Wi-Fi services in 640 venue locations.



640 Venue Locations



More than 2700 Monthly Wi-Fi Users



More than 2 TB Monthly Traffic

LOGIN OPTIONS

90% of the Wi-Fi users sign in to the free Wi-Fi service using their username and password. Among different social media channels, Facebook is the most preferred login choice.



User/Pwd: 90%



9%

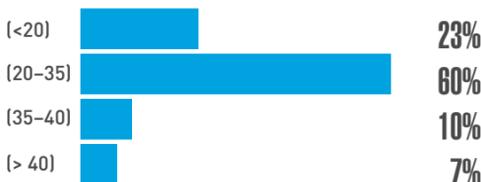


1%

Social Media: 10%

WI-FI USERS

The majority of Wi-Fi users are between the ages of 20 to 35.



The age distribution of Wi-Fi users

TECHNOLOGY

Smart phones are the overwhelming device of choice for Wi-Fi users. Google Android is the most used operating system and Chrome is the top chosen browser.



66%

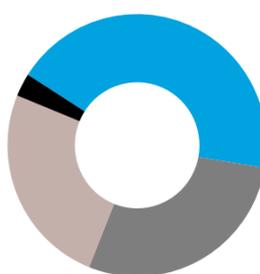
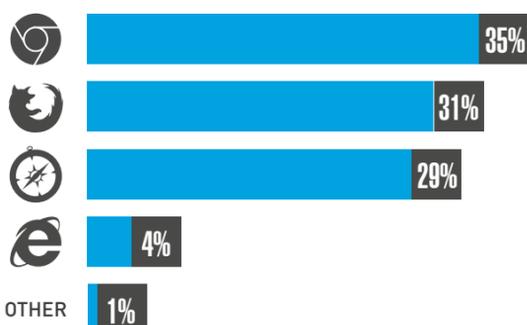


28%



6%

Devices selected by Wi-Fi users



Browsers and operating systems selected by Wi-Fi users

CONNECTIONS

Internet sessions are usually higher mid week and in the hours of 4:00 PM to 8:00 PM. 40% of internet sessions last over 60 minutes.



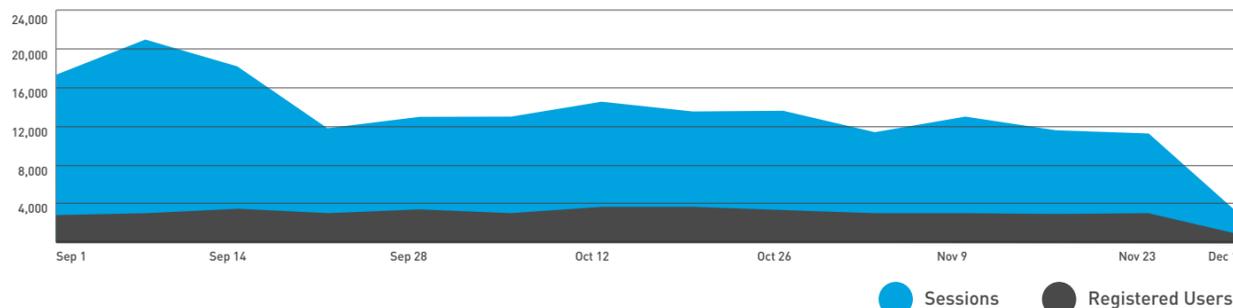
24,000 Average monthly internet sessions



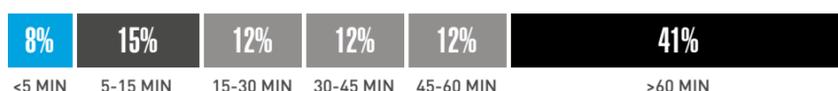
8 MIN Average duration of internet sessions



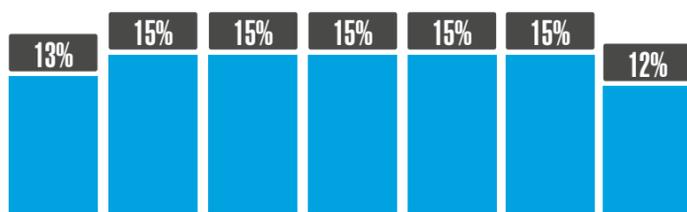
>100 MB Average traffic per internet session



Distribution of internet sessions and registered users over the three-month observing period



Distribution of internet sessions based on duration



Weekly distribution of internet sessions



4:00-8:00 PM Daily distribution of internet sessions

Data was collected during a three-month observing window (September 1st-December 1st, 2014). The monthly data is evaluated as arithmetic average of this observing window.