



Wi-Fi FAQs

What is Wi-Fi?

It is an Internet wireless connection method. Every smartphone, tablet and laptop has a portable Wi-Fi module.

Do I need to have ADSL or Fiber Optic on my place to offer Wi-Fi access?

Yes, you must have ADSL or Fiber Optic from any (ISP) Internet Service Provider (Telekom, Vodafone, Ono, Orange, etc.)

When the ISP installs the ADSL/Fiber Optic Service, do they offer me a Wi-Fi router?

Normally every Internet Service Provider (ISP) delivers a free of charge Wi-Fi router when the ADSL/Fiber Optic service is hired. This device generates a wireless network in your place.

With this Wi-Fi router, can I offer internet to my costumers?

Yes, indeed. Once you have the Wi-Fi router, you will be able to offer **Unlimited** (you give the password to anyone who asks for) **or Restricted Wi-Fi Access** (you give it only to certain costumers).

So if I'm already offering Wi-Fi to my costumers, why should I change?

Once a customer is granted a username and password from your network, this information is stored in the customer's device. Therefore every time this person is in your shop proximity (for instance, a neighbour) he/she will be able to use your Wi-Fi Service for free without acquiring or consuming anything, severely damaging the costumers located in your place. Besides, you won't be able to limit the connection time of anyone. Finally, you would not be able to restrict the bandwidth. The Wi-Fi service could be free and unlimited but neither quick nor efficient.

What solution offers Santangelo?

We supply the **SAN-23 Technology with Controlled and Optimized Wi-Fi Access** which allows opening and closing time limited Internet sessions and controls the bandwidth. We offer a technology which ensures good coverage in every place of your shop. Besides, our system sends periodically adds from your website or Facebook/Twitter wall to every customer with any browser open and permits **Social Wi-Fi** features, that is, your clients access to Internet in exchange of his/her personal data without the risk of infringement of the European Parliament Directive 2002/58/EC related with personal data protection.

Will this service increase the costumers that come to my place?

Yes, for several reasons: 1) Avoiding non authorized people accessing your Internet service you will have a better bandwidth for your costumers allowing them to surf the web faster and better; 2) A 90 minutes session followed by a 15 minutes wait period prevent the customer to stay at your place longer than a reasonable time; 3) The optimum design and the technology used ensures good coverage; 4) The customer shall receive periodically and automatically adds of your products or services while using any web browser; 5) The **Social Wi-Fi** features will bring you the adequate tools for further direct marketing through the social networks; 6) You will be able to get the customer personal data for future promotions; 7) You can obtain new incomes of the Wi-Fi paid service, by which customers get longer time sessions and unrestricted bandwidth. It will be entirely up to you how much these clients should pay for this option.



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How do I make my investment profitable?

The combined effect of a good coverage, fast browsing, limited time sessions, advertising, Social Wi-Fi, Email Wi-Fi, direct marketing, customer database for future promotions and eventual pay per use will allow you to make your Wi-Fi Service Profitable. See the [twelve advantages](#) that you get with our system

Should I disable the Wi-Fi network I already have?

It is recommended. Otherwise, it is a must to change your actual password.

Are there any instructions of how to connect the equipment?

Yes, and they are very easy. Please download [here](#) the quick installation guide. Nevertheless, if you wish installation assistance, we can perform it for a minimum charge.

Are there any maintenance costs?

The system comprises two components:

System or operative platform required for providing services. It is acquired **for the first and only time.**

On-demand modular services. You contract only those ones that you are interested and **they are annually renewed.** There is not obligation to renew the same services during all years.

Most costumers come with portable 3G or 4G devices. Can't they surf with them?

Yes, but every 3G or 4G provider limits the daily traffic and due to this, people prefer to access the Internet through the Wi-Fi network located at your place. Besides, there are lots of areas in which 3G or 4G coverage is deficient or non-existing or the bandwidth is not good enough.

Definitively, your costumers will surf the web faster and better through your Wi-Fi service than using 3G or 4G network.

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