



# Free Wi-Fi for tourists, residents and employees of an entire island

mySPOT marketing GmbH | AG Reederei Norden-Frisia | Norderney, Germany

## The Site

The East Frisian island Norderney has a size of 26.3 square kilometers. More than 750,000 tourists visit the island every year which split into 520,000 overnight and another 230,000 day guests. In addition, about 6,000 permanent residents live on Norderney.



mySPOT marketing GmbH is a nationwide operating company that has set itself the objective of driving forward digitalization in Germany. The core business is to establish a regional network of public Wi-Fi hotspots that is sponsored by local players and can be used for marketing purposes.



Since 1871 the AG Reederei Norden-Frisia is with its ferries an inherent part of the visual appearance of the East Frisian Islands and a reliable partner in island supply traffic. With a total of fourteen ferries, passenger- and cargo-ships, it serves the islands of Norderney and Juist, mainly from Norddeich, in a year-round scheduled service.

## The Situation

During a visit to a cafe, a park excursion or a shopping trip, a free and openly accessible Wi-Fi compliments the holistic impression of a vacation. Frisia and mySPOT intend to adapt this feeling to a visit of the Northern Sea island Norderney by supplying Wi-Fi to every tourist.

Frisia will use the Wi-Fi to publish location-based advertisements during the users connection. By including advertisers and local businesses, partners will be enabled to extend their marketing-portfolio and reach more costumers. This project is intended to strengthen the region, to increase the attractiveness of the island for visitors and to support the tourism-oriented economy. Residents and visitors can access Wi-Fi during their arrival/departure by ferry and will be automatically connected to the island-wide Wi-Fi.

## The Benefits

To satisfy the challenging requirements for the Wi-Fi network on Norderney, the ENH1350EXT from EnGenius were used. With its IP67 rating, the ENH1350EXT is suitable for use in the rough environment of Norderney and, thanks to its Wave 2 MU-MIMO compatibility, allows many users to work simultaneously.

mySPOT is especially impressed by the combination of the transmission power of the 4 external 5dbi high-gain antennas and the 23 dBm transmission power. On the ferry trip to Norderney, we were able to measure the Wi-Fi signal from the beach on the ferry one km away and even the captive portal appeared.

Because of the high transmission power of the ENH1350EXT, mySPOT was able to reduce the number of installed Wi-Fi access points and focus on installing them at strategically optimal points. As a result, the optimal solution was delivered in a much shorter time than expected.

Roaming is an essential part of the Wi-Fi solution used on Norderney. mySPOTs in-house developed City Link feature was ideally complemented by the fast roaming (802.11r, 802.11k & 802.11v) implementation of ENH1350EXT. This provides the best possible user experience when traveling across the island.



## Trendsetting project - island Wi-Fi with EnGenius access points

- **EnGenius ENH1350EXT: 14 units**

*"This project strengthens the connection between Frisia, local businesses and tourists with a modern and innovative solution."*

- **Janis Meyer, marketing and project management**

### AG Reederei Norden-Frisia

*"The Wi-Fi network supports more than 70,000 monthly users ensuring the overall availability and guaranteeing reliable data transfer for the CaptivePortal-advertisement"*

- **Dominik Vogt, CIO, mySPOT marketing GmbH**