

SquareLeaf™ launches and promises to kick start the UK Wi-Fi Hotspot Market.

Submitted by: SquareLeaf

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At present a Wi-Fi hotspot user in the UK can log on to the Internet over Wi-Fi in about 2,000 hotels, service stations, railway stations, airports, coffee shops, pubs and restaurants. Yet a user has to pay different providers, and pay different tariffs, there is limited roaming between locations, it can cost more than £100 and the whole experience of connecting for the first time isn't pleasant.

A new WISP (Wireless Service Provider) has launched claiming to offer the number one hotspot user experience. Hugh Sheridan, Managing Director of SquareLeaf™, says "For the first time in this industry, someone is thinking of the user rather than the locations. Users are going to drive the demand for fast, easy-to-connect, wireless hotspots and hotspot locations will appear where the users want them to. Users have told us they want to pay one provider, they want to roam into as many hotspot locations as possible, they don't want any data download restrictions, they want Internet speeds at up to 11Mbps and they're happy to pay under £50 a month for all these features. It is common sense to give users what they want."

On the Squareleaf™ website there is a comparison table between the Squareleaf™ Wi-Fi service and the Mobile operators' GPRS and 3G services. There is, allegedly, no business data product from 3 (Hutchison) until 2004 and data rates are limited to 30kbps with GPRS. GPRS tariffs vary between £10 a month for 100Mb or £40 a month for 40Mb. SquareLeaf offers no download restrictions and with their LeafStarter™ Plan you can use all the SquareLeaf™ features for £49.99 per month, plus a free Wi-Fi PC Card. The comparison between technologies is displayed so clearly that one can hardly understand why anyone would use GPRS or 3G to connect wirelessly from a laptop, if Wi-Fi was in proximity.

SquareLeaf™ are targeting the business traveller, the guy or girl who carries a laptop or Pocket PC everywhere, someone who needs to be constantly connected to the Internet, checking their emails, logging onto their company network through a VPN, searching for their nearest customer, easily, securely and most importantly, quickly.

Hugh Sheridan says "It was said that the future of computing was the Internet, and that the future of the Internet is fast wireless access to dense data. Business leaders across the globe understand how wireless Internet access can affect their bottom line, creating more enterprising executives and happier shareholders."

SquareLeaf™ have partnered with Airpath Wireless, a US based Hotspot aggregator, which offers SquareLeaf™ the facilities for one single bill across over twenty thousand hotspot locations across the globe with a network that is expanding by 500 locations per month.

Sheridan explains "We're a telecommunications company selling space on a network. We compete on our

customer service offering, our suite of killer applications, our single monthly bill for business customers and our roaming agreements with over 20,000 locations worldwide.”

SquareLeaf™ has partnered with a whole host of Technology providers offering the “killer apps” for Wireless Hotspot Usage. SquareLeaf™ offers low cost Voice calls through VOIP, Online SMS messages sent through MS Outlook, Fax Messaging software, Proximity Instant Messaging, Wireless Printing and an Online Office package.

Sheridan mentions “We’ve put together this suite of applications to drive the user demand across the entire UK Wi-Fi Hotspot Market. There are obvious cost and convenience benefits to a Hotspot user from using these simple applications which are not immediately obvious. We’re not stopping there, we’re working on a number of projects including GPRS roaming, Video on Demand and Bluetooth access for Pocket PCs and Mobile Phones in SquareLeaf™ hotspots. We want to shake this industry into life, we’re going to lead from the front.”

After all the criticisms of Wi-Fi hotspots over the years, the number of hotspot operators with poor business models and the telecom companies wait-and-see attitude, perhaps now, wireless hotspot users have a partner they can trust and move forward with.

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