

BOZII revolutionises Wi-Fi by introducing interoperability between hotspot providers under the UK's first umbrella service

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With one subscription and one bill customers can gain access to multiple hotspot providers and more than 3500 hotspots

BOZII aims to simplify the Wi-Fi user experience with the announcement of an umbrella service. Customers signing up to BOZII will pay one subscription fee, receive one bill and easy access to multiple hotspot providers. BT Openzone, ReadytoSurf, Surf and Sip, Square Mile, lyzone, Canova Wireless and Net-Near-U are all amongst the first networks which can be seamlessly accessed through the service.

The service, which has hotspots located in airports, train stations, service stations, hotels, coffee shops, football stadiums and conference centres is simple to use. Customers identify the nearest hotspot with the help of BOZII's SMS locator. By texting the word 'Hotspot' to 80010, users will receive an SMS directly to their mobile detailing the nearest hotspot, its address and phone number.

The service is aimed at the business 'travelling' workforce, which is currently driving the market. Corporates will be able to choose from a number of 'Bucket' tariffs tailored to its specific needs. Control will be given to an organisation's IT department to allocate username and passwords as well as monitoring usage via an online statistics and statements and automatically 'topping up' minutes for heavy users.

BOZII does not require users to install any new software and is therefore available on major operating systems, PDAs and smartphones.

BOZII offers a range of tariffs to suit different users. Two price plans are available on an annual subscription of £34.99 and £4.99 per month. The former provides users with unlimited Wi-Fi usage while the latter package offers customers a 'pay as you go' option of buying Internet access at 15p per minute.

BOZII also has a one-off tariff of £6 for 60 minutes of Wi-Fi access, to be used within a 24 hour timeframe.

"We understand the frustrations organisations face when choosing a hotspot provider and the whole process needs to be simplified," commented Richard Cunliffe, co-founder of BOZII

"We believe by uniting some of the biggest names in the Wi-Fi industry we are offering a cost effective solution to accessing multiple hotspot providers, which is easy to use and also easy to manage. As a result we are one step closer to providing a real solution which will aid the adoption of Wi-Fi and advance the take up, both in the commercial and consumer market."

"Business travellers are increasingly becoming the heaviest users of Wi-Fi services as they experience the benefits of being able to securely log on and access corporate networks at broadband speeds whilst

away from the office. BT is delighted to be working with BOZII to make the BT Openzone hotspot network accessible to their customers across the UK via their umbrella offering,” said Chris Bruce, General Manager Sales and Business Development, BT Wireless Broadband.

BOZII has an international presence to Wi-Fi providers via T-Systems’ global Wi-Fi Roaming Solution, which BOZII is also connected to.

About BOZII – www.BOZII.net

BOZII, which is a direct number to letter translation of the wireless standard 802.11 was founded in 2003 by twins Richard and Adrian Cunliffe, after graduating from Liverpool University with identical first class honours in Computer Science and Management.

Following the government legislation in July 2003 which allowed companies to start charging for Wi-Fi, the brothers witnessed network fragmentation, incompatible software, uncoordinated billing and variation in charging mechanisms and therefore the need for roaming between networks was essential.

Investment in BOZII is through private investors and the North West Seed Fund, which was set up by the North West Development Agency.

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