

Users clock up 800K WiFi minutes per month with Square Mile

Submitted by: Heddon Communications

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USERS CLOCK UP 800K WI-FI MINUTES PER MONTH WITH SQUARE MILE

Square Mile users, in 45 Wi-Fi marinas across the UK, clocked up a staggering 800,000 minutes for June 2005, a figure which is believed to be close to that of the 1600 hotspots run by BT Openzone.

“Over the last three months we have seen usage double monthly and we expect to see this pass one million during July,” said Dominic Killinger, Managing Director of Square Mile International. “Until now we have concentrated on building a valuable network of marinas offering a state of the art service. The start of 2005 saw us turn our focus on the users. The aim is to have the maximum number of user by March 2006 and reduce previous subscription fees in 2006 by some 70%. Working in conjunction with the marina operators, we now offer the basic service, which is ten times faster than dial-up, entirely FREE. This enables everybody to try the convenience of wireless broadband on board their boats.”

“The take up has been exceptional, we subscribe up to 100 users every day” continued Dominic, “and we are delighted to be running close to the level of usage of the likes of BT Openzone at their 1600+ sites. We know that once new users try the service, the benefits are obvious and they are hooked.” The average length of time a Square Mile user is online is 42 minutes and up to 100 new subscribers are joining Square Mile every day.

If users need a faster connection, they can take out a 1Mb subscription for £4.99 per month (which is 20 times faster than dial-up) or they can add thousands of Wi-Fi hotspots all over the UK to their marina subscription for a total of £9.99 per month. This is offered in conjunction with BOZII, and means access to thousands of hotspots around the world, including the Square Mile marinas, with one bill and one subscription. These hotspots include those from BT Openzone, ReadytoSurf, Surf and Sip, Iyzone, Canova Wireless and Net-Near-U, which are located in marinas, airports, train stations, service stations, hotels, coffee shops, football stadiums and conference centres.

The service is being provided by Square Mile International in 45 marinas across the UK. Existing users include boat owners who use the service to check weather reports, tidal information and race details, as well as the normal uses of the Internet. Businesses based around the marinas have also benefited from the service.

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Notes to Editors:-

1. Photos available as jpeg files

2. Square Mile International is a Wireless Internet Service Provider (WISP) building a portfolio of hot spots within Marinas around the world. This service offers high-speed, secure connectivity to berth holders, residents and businesses situated within Square Mile networks at Marinas. Founded in 2001 by Dominic Killinger, Managing Director, the company's headquarters are in Marlow, Bucks, with operations in Australia and Spain.

Exclusively focused on the marina environment, Square Mile have built direct relationships with world leading manufacturers of wireless hardware to ensure the most reliable and secure accessibility for subscribers.

www.squaremileinternational.com