



CALLUP
ONE1 TELECOM DIVISION



Smart Fi

Now operators can offer their roaming customers seamless and automatic access to Wi-Fi hotspots for data communications, without the barriers that exist today.

Data for roaming users is an expensive necessity. On the one hand, MNOs cannot sell Wi-Fi data to their roaming users, while on the other, users are abstaining from purchasing Wi-Fi data.

Today, logging into paid Wi-Fi networks while traveling is a painful process with many barriers

- **Language** – the captive portal users face is not always in their native language.
- **Trust** – most users still have concerns about needing to enter their credit card details into the net.
- **Cumbrous** - an exhausting process that takes time when using a smartphone.
- **Costs** – Wi-Fi data can be expensive relative to the time required (i.e. at airports).

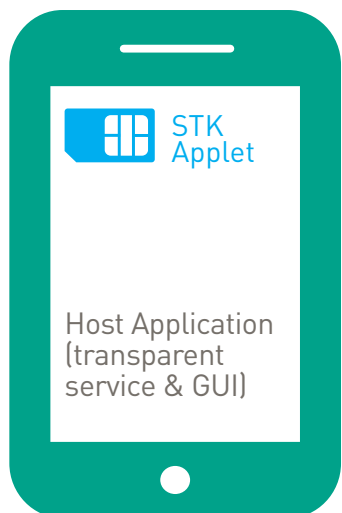
MNOs are not in the loop! Once a user has already paid for the Wi-Fi, the mobile carrier is not part of the transaction.

CALLUP Smart Fi breaks the barriers with a simple user experience!

- Users can use their own language.
- No credit card needed: payment is made back home on the phone bill.
- Seamless and automatic access to Wi-Fi hotspots worldwide.

SOLUTION DIAGRAM

CLIENT SIDE



WiFi Hotspot 2.0
802.1x



CALLUP Smart Fi
Server



MNO HLR

CALLUP Smart Fi gives the mobile carrier a new product – paid Wi-Fi

New revenue stream:

- Possibility of bundling with 3G packages.
- Agreements with Wi-Fi aggregators, with millions of hotspots worldwide.

Seamless connection to international roaming partners.

Maintains access lists/reports and security.

Includes an advanced Wi-Fi offload, shifting load of home users' traffic from expensive 3G RAN to free Wi-Fi.

For more information please visit us on the web at:

www.callup.net or via e-mail: info@callup.net

Follow us on:   

Copyright © 2014, CALLUP · Specifications are subject to changes without prior notice.



CALLUP
ONE1 TELECOM DIVISION