



## GlobalReach Technology is the Captive Portal, User Authentication & Analytics behind LinkNYC

LinkNYC is a first-of-its-kind communications network that is replacing over 7,500 payphones across five New York City boroughs, with new structures called Links. The first beta Links launched in early 2016 and further units are rolling out over the next eight years.

Each Link provides superfast, free public Wi-Fi, phone calls, device charging and a tablet for Internet browsing, access to city services, maps and directions.

A completely free service, LinkNYC is funded through advertising at no cost to New Yorkers. Once complete, it will be the largest and fastest, free public Wi-Fi network in the world, generating over \$500M in revenue for New York City

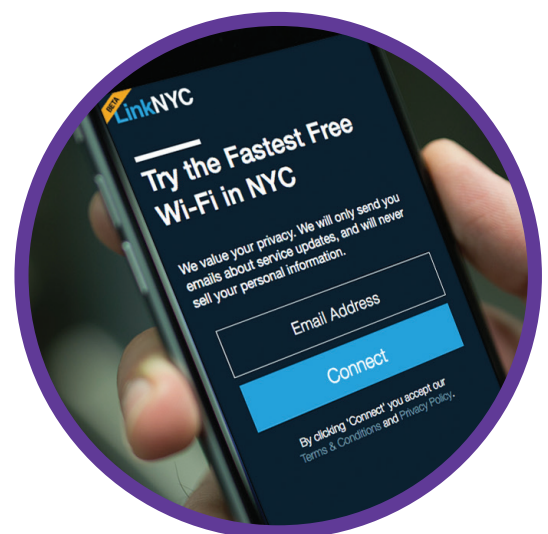
Currently in beta, New Yorkers have the opportunity to try out the features and provide feedback using the Links. Additional apps and services will be added over time.

LinkNYC is delivered by the City of New York and CityBridge, a NYC-based consortium of leading experts in technology, media, connectivity and user experience. Working with lead consortium member, Intersection, GlobalReach Technology is providing the captive portal, user authentication and analytics behind the service, through its cloud-based Wi-Fi service management solution.

Including RADIUS / AAA, custom captive portal and a Passpoint Hotspot 2.0 online signup server (OSU) as standard, the single, scalable platform is being used to connect LinkNYC users and to manage and analyze the service.

### Customer captive portal

The LinkNYC captive portal is the first thing users see when they connect with a hotspot. Custom designed as the gateway to register for the free service, it includes information about LinkNYC services and a link to FAQ.



## AAA authentication

Users log onto the service through the captive portal. Behind the scenes, the process provides secure authentication and connection using the wireless industry's top standards.

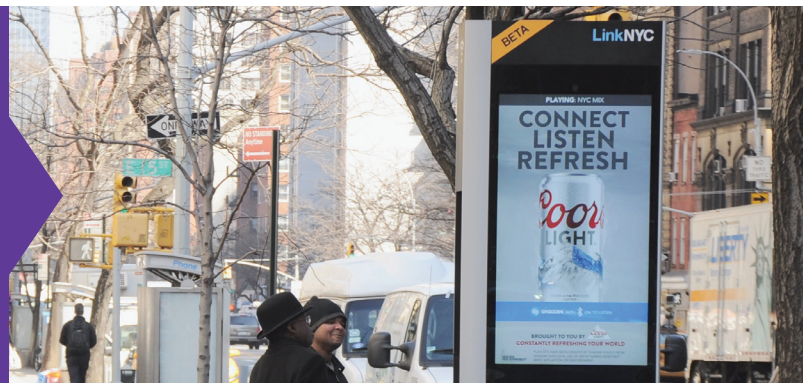
Visitors and residents automatically connect and seamlessly roam onto any LinkNYC hotspot using Passpoint Hotspot 2.0 technology. The GlobalReach online signup server (OSU) for HS2.0 devices provides users' devices with a one-time profile. Similar to an app download, once installed on the phone or tablet, the Wi-Fi service connects whenever devices are within range.

## Analytics

Using the configurable web GUI, LinkNYC administrators can access rich performance analytics allowing them to make sure the super-fast LinkNYC network is giving a great service to New Yorkers and visitors, and make decisions about future developments.

## Highlights

- A free public Wi-Fi service for the all NYC residents, workers and visitors
- Roadmap to have 510 Links installed by summer 2016
- The GlobalReach platform allows management and analysis of every hotspot across the entire LinkNYC network



LinkNYC is the latest public Wi-Fi deployment to use GlobalReach. The platform is already in use across the London Underground Wi-Fi network, and as the supporting technology connecting public Wi-Fi users in San Francisco and San Jose.



### About GlobalReach Technology:

GlobalReach Technology is the only purpose-built captive portal, cloud-RADIUS / AAA platform for the world's largest wireless service providers and their customers.

Built on our proprietary AAA authentication engine, secure captive portal, and Hotspot 2.0 online signup server (OSU), GlobalReach provides one powerful platform to develop, deploy and manage multiple wireless services. The technology is used by some of the most complex services and delivers billions of authentications a year.

To talk about using GlobalReach Technology for your AAA and Wi-Fi services, contact us



[sales@globalreachtch.com](mailto:sales@globalreachtch.com)



+44(0)20 7831 5630