

# Linkyfi Starter Kit for Smart City

WiFi VAS to deliver a new value to citizens and visitors in public spaces.

The EU Smart Cities programme aims to increase access to high-performance mobile Internet by offering free WiFi connectivity in public spaces.

The **Linkyfi starter kit** is designed to support the WiFi4EU initiative by providing location-based WiFi value-added services. Linkyfi introduced as a WiFi VAS enhances user experience and stimulates the development of the public infrastructure.

## Linkyfi Starter Kit – joined initiative of AVSystem and Ruckus

### E-security

Open up a possibility to send online reports about vandalism. Send notifications to alert people that may be affected.

### News & ads

Promote your city, venues, or events on captive portal and landing page and monetize this space by selling it to third parties or gathering leads.



### E-government

Enable online lodgement of documents to reduce bureaucracy and talk with inquirers through a live chat on captive portal.

### Transport

Sell transport tickets using captive portal and notify people within a certain range about congestion.

### Tourists

Inform tourists in their mother tongue about nearby city's attractions and their opening hours, thanks to real-time Linkyfi Location Engine.

## Benefits of Linkyfi Starter Kit



### Guest WiFi management

Verify users and manage WiFi access by displaying captive portals with the log in option of your choice.



### Marketing engine

Use gathered data to run personalized marketing campaigns and segment marketing groups to target specific types of users.



### Analysis & Insights

Analyze real-time and historical data about the WiFi users' behavior and create detailed reports and statistics.



### Location engine

See and understand WiFi users' indoor and outdoor behavior to adapt a city to their needs and improve their experiences.

## Multi-vertical solution

Linkyfi Starter Kit can be deployed in all kinds of public spaces, including:

- Parks and squares
- Health centers
- Museums
- Public buildings
- Stadiums
- Event areas

## Fair business model

Become our partner and grow revenue by offering Linkyfi as a WiFi value-added service to your customers. Linkyfi can be easily implemented by:

- Telco operators
- Internet service providers
- WiFi integrators
- Distributors and resellers

Contact us at [linkyfi@avsystem.com](mailto:linkyfi@avsystem.com) and we will show you how Linkyfi can improve your business.