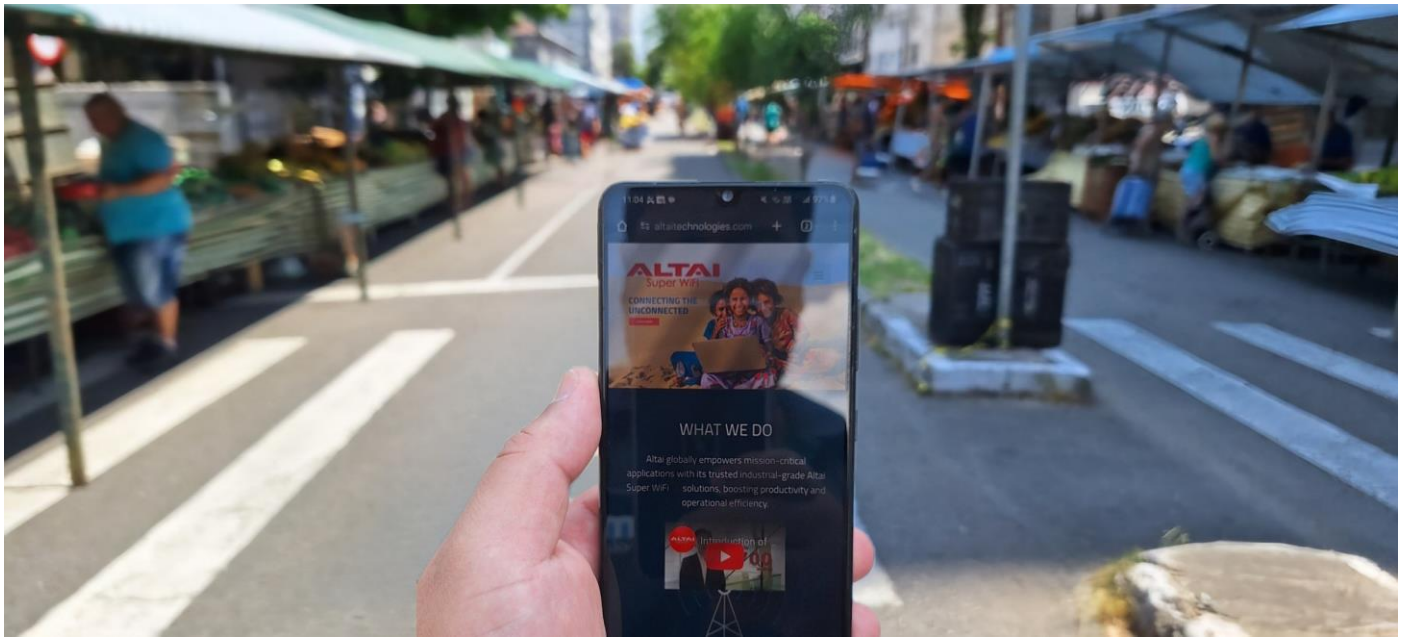
Empowering Public Market by Free Wi-Fi Deployment

Case Study – Altai AX600-S Deployment at Santos Public Market



Overview

In Santos, Brazil, a strategic initiative led by our partner, MC Tecnologia, aims to enhance the experience of attendees at the local public market held every Thursday by providing free Internet access through Altai AX600-S. MC Tecnologia deployed a pair of Altai AX600-S units toward each other on both sides of the street. This strategically enhance WiFi coverage for the whole market area. All the attendees of the market can enjoy the reliable and seamless internet connection wherever in the market.

On the other, the network will be managed through a customizable captive portal with social media login, which also will serve as a platform to promote Altai and MC Tecnologia by displaying information about our company.

Business Challenges

The deployment faced several challenges, including:

- Heavy Traffic: The public market attracts a large number of attendees, leading to high demand for bandwidth.
- High Throughput Requirements: Users expect fast and reliable Internet connectivity for various activities, including social media engagement.
- Interference: The urban environment presents significant interference from other wireless networks and physical obstacles.

Customer Name:
MC Tecnologia

Deployment Location:
Santos, Brazil

Application:
Public Wi-Fi Network

Products used:
Altai WiFi 6 AX600-S & AltaiCare

Result:
MC Tecnologia, based in Santos, Brazil, has launched an initiative to provide free Internet access at the vibrant public market held every Thursday. This project aims to promote Altai's solutions while enhancing community connectivity.

MC deployed two Altai AX600-S units on both sides of the street, effectively addressing challenges like heavy traffic and high throughput demands. Also, the network is managed through a captive portal with social media login, allowing easy access for attendees while simultaneously advertising company by showcasing company information.

This deployment highlights the outstanding performance and wide coverage of the AX600-S units Additionally, the project emphasizes ease of deployment and low maintenance costs, solidifying MC Tecnologia's role as an authorized partner while enhancing the overall market experience for visitors.

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Solution

To address these challenges, MC Tecnologia deployed two Altai AX600-S units strategically pointing to each other to cover the entire street where the public market takes place. By combined with AltaiCare, the AX600-S provides a powerful advertisement engine. The network is managed through a captive portal featuring social media login, which not only facilitates access but also serves as a promotional platform for the network owner, displaying key information about the marketing materials.





Benefits

1. **Extended Coverage**: Altai AX600-S provides robust coverage, reaching distances of approximately 450 meters. This ensures that a large area of the public market has reliable Internet access
2. **Easy Deployment:** The installation process was straightforward, allowing for quick setup in a busy environment.
3. **Low Maintenance Costs:** The AX600-S units are designed for durability and efficiency, reducing ongoing maintenance requirements.
4. **Enhanced User Experience:** Attendees of the public market can now enjoy reliable free Internet access, improving their overall experience and engagement at the event.
5. **Effective Promotion:** When combined with AltaiCare, the AX600-S provides a powerful advertisement engine and various login options for guest Wi-Fi access, including email sign-up, click-through, and social media logins.





About Altai

Altai Technologies is a global leader in providing industrial-grade Wi-Fi solutions with a strong presence in over 100 countries. With our brand, Altai Super WiFi™, we specialize in designing, developing, and marketing cutting-edge Wi-Fi products and technologies specifically tailored for industrial applications.

Altai Super WiFi™ offers fully seamless, secured, and resilient wireless solutions that empower businesses to enhance productivity and operational efficiency throughout the industrial digitalization and automation journey. For over a decade, we have earned the trust of hundreds of industrial customers worldwide. Our cutting-edge wireless technologies are deployed in container ports, airports, warehouses, smart manufacturing facilities, mining, oil and gas sites, power plants, and more.

Discover the comprehensive range of Altai Super WiFi™ solutions which are meticulously designed to meet the rigorous demands of industries with mission-critical needs, please visit our official website at www.altaitechnologies.com.

Contact Us

Headquarters
Unit 209, 2/F, Lakeside 2, 10 Science Park West Avenue, HK Science Park, Shatin, Hong Kong

Phone: +852 3758 6000
Fax: +852 2607 4021
Email: info@altaitechnologies.com
Website: www.altaitechnologies.com

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