

Tomizone tops the Wi-Fi pops



Written by Paul Clearwater

Wednesday, 11 February 2009

Tomizone says it is now the largest Wi-Fi hotspot provider in Australasia with 10,000 hotspots, beating Telstra with 1,450 hotspots and Telecom with 550.

An independent paper by Agitavi Research Corporation states that Tomizone has over 7,800 hotspots in Australia, which is streets ahead of its competitors. To be fair though, many of Tomizone's hotspots are based on routers that enable Wi-Fi access to a small group of paying users. Nonetheless, Tomizone is also involved in wider, public access sites such as the Auckland City Council's Wi-Fi initiative.



It is understood that Telstra's 1,450 hotspots cover large public areas with a high number of users.

Sixty per cent of Tomizone's 10,000 Wi-Fi hotspots are based in Australia and 15 per cent in New Zealand, while the remaining hotspots are based in Fiji, India, Brazil, UK, Ireland, Malaysia and the Philippines.

In New Zealand, Tomizone also leads the pack with just over 1,500 hotspots, while Telecom has some 550, Citylink CafeNet 115 and FIVO 78.

Tomizone CEO Steve Simms says the company has had "significant" growth over the last six months, which has exceeded forecasts.

Director of Agitavi Research Malcolm Fraser notes that they have found that Tomizone's services have been popular with small office users in high-density areas.

Simms adds that the growth of Tomizone is significantly underpinned by an agreement made in 2008 with D-Link, whereby D-Link released its DIR-300 Wi-Fi router, which broadcasts two radio signals if the Tomizone Wi-Fi Hotspot service is enabled.

The Agitavi research shows that the US leads the world with Wi-Fi hotspots with nearly 66,000 sites, while the UK has some 28,000, France nearly 23,000 and Germany 14,300.



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