

# COMPUTERWORLD

The Voice of the ICT Community

## **Tomizone reaches 10,000 hotspots, says study** **Local wi-fi service provider Tomizone ranked as number one hotspot provider in Australasia**

By Computerworld staff, Auckland | Thursday, 12 February, 2009

Auckland-based wi-fi service provider Tomizone has been named as the largest wi-fi hotspot provider in Australasia by research firm Agitavi Research, an international research company that specialises in ICT industry research.

Tomizone reach the 10,000 wi-fi hotspot mark with 60% of hotspots and zones in Australia and 15% in New Zealand. The remaining hotspots are in Fiji, India, Brazil, the UK, Ireland, Malaysia and the Philippines.

Number two on the list was Telstra with 1,450 zones across Australia, according to the research.

Tomizone wi-fi hotspots are found in cafes and retail hubs, private residences and public areas, where anyone can connect to the internet with their laptop or wi-fi enabled device, says Steve Simms, CEO of Tomizone.

Malcolm Fraser, director of Agitavi Research, says that despite the dominance of the telecommunications providers in the hotspot market, the arrival of independent providers suggests the hotspot business model and value chain is still wide open for opportunity and new thinking.

The recent growth of Tomizone is underpinned by D-Link's DIR-300 wi-fi router, which broadcasts two radio signals if the Tomizone wi-fi hotspot service is enabled, says Simms.

The D-Link routers with the Tomizone function are available in retail stores across

Australasia and this has resulted in a high conversion rate of customers switching on the router as a Tomizone wi-fi hotspot, he says.

Copyright © Fairfax Business Media A Division of John Fairfax Publications Pty Limited, 2006 [Privacy Policy](#)