

## BLUE WIRELESS SELECTED BEC'S MX-1000 MULTI-CARRIER 4G/LTE ROUTER TO PROVIDE FREE PUBLIC WI-FI FOR THE BROADWAY MARKET



### Internet Provider

Blue Wireless

### End Customer

The Broadway Market

### Product

MX-1000 Multi-Carrier 4G/LTE Router

### Application

LTE Wi-Fi Hotspot with Captive Portal

### Data Connectivity

4G/LTE Wireless Service

### Results

In result, the free Public Wi-Fi is not only boosting the people's shopping experience, but more importantly, will create a long-term positive impact on the local communities.

Open year-round, the Broadway Market, located in Buffalo New York, is best known for its ethnic, old-fashioned shopping atmosphere and its iconic representation of 130 years Buffalo tradition. To empower communities with better services, the city of Buffalo decided to equip the Broadway Market with free Public Wi-Fi.

The city reached out to Blue Wireless, a local Western New York Wireless service provider, for help. After careful selection, Blue Wireless decided to deploy BEC's MX-1000 Multi-Service 4G/LTE Router along with its own wireless data plan to make the Wi-Fi come to reality.

As a high-performance all-in-one wireless communication platform, BEC's MX-1000 router has its advantages for this project. Featuring a variety of configurable options, such as dual SIM dual radio, the compact rugged design is easy to install and built to survive any environment. It has a carrier-grade Wi-Fi access point with Hotspot and Captive Portal functionality to ensure maximum coverage.

In result, the free Public Wi-Fi is not only boosting the people's shopping experience, but more importantly, will create a long-term positive impact on the local communities. According to Mayor Byron Brown, "Our senior citizens who are retired, who come to the Broadway Market to hang out, will now be able to get onto Wi-Fi easily. And we might even now start seeing parents in the neighborhood bring children to do their homework here at the Broadway Market."