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# NEWS

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## Detroit's Cobo Center Completes Wi-Fi Upgrade

By Jonathan Trager

A \$2 million Wi-Fi upgrade for Detroit's Cobo Center has finished, allowing 32,000 simultaneous users on the network.

The completion of the major project was announced Dec. 5. Visitor use of Wi-Fi service has always been free throughout Cobo Center.

"For the visitors that use our Wi-Fi network, these upgrades will be like moving from a one lane highway to a three lane super-speedway," said Claude Molinari, General Manager of SMG/Cobo Center.

System improvements also include upgrading Wi-Fi access points and increasing the number of access points to 400 throughout the facility. The network location of access points and configuration will be based on events' anticipated high use of Wi-Fi in specific areas.

In addition, if high usage is estimated for an event during pre-event planning, the Technology Services department will add even more access points.

"Cobo Center's new upgraded technology offerings enhance the convention attendee experience making it easier for them to do business and stay connect-

ed," said Larry Alexander, Chairman of the Detroit Regional Convention Facility Authority.

To create a more flexible Wi-Fi network, the ClearPass Access Management System was installed. This will require users to click through a splash page—an introductory page on a website—designed to highlight sponsors or include advertisers, thus generating event revenue.

"We will be launching our Wi-Fi splash page feature at this year's North American International Auto Show (NAIAS) to

allow the show to display their branding to more than 800,000 attendees when they use the Cobo Free Wi-Fi throughout the facility," said Molinari. "We expect this to be a huge asset to events wishing to extend their brand and their sponsor brands to every attendee."

Cobo Center also contracted Rocket Fiber, Detroit's newest bandwidth provider that just recently completed its downtown Detroit fiber network with a hub on Cobo Center property, to upgrade Internet bandwidth to 10G.