Smart WiFi. Better Experience.

PRODUCT BROCHURE

For Malls, Parks, Venues & City Wi-Fi Operators



OKwifi

Public-OS

High-Performance, Secure Public Wi-Fi OS for Shopping Malls, Parks and City Wi-Fi, with advertising-supported access and premium subscriptions.

- Public Wi-Fi
- Visitor Onboarding
- Ad-Supported Access
- Premium Subscriptions
- Announcements & Engagement
- Footfall & Insights

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WHY PUBLIC-OS

Deliver public Wi-Fi that pays for itself.

Visitors expect free, fast Wi-Fi wherever they go. Public-OS combines high-performance, secure access with advertising-supported free Wi-Fi and premium subscriptions, turning connectivity into visitor engagement and revenue for your business.

Common challenges	With OKwifi Public-OS
Wi-Fi is a cost centre Free public Wi-Fi costs money to run and earns nothing back.	**Wi-Fi that pays for itself** Advertising-supported access and premium plans turn Wi-Fi into a revenue stream.
Slow, crowded networks Busy spaces overload ordinary Wi-Fi and frustrate visitors.	**High-performance public Wi-Fi** Designed for high footfall with fair-usage controls for every user.
Anonymous, unaccountable users Open networks give no record of who connected.	**Authenticated visitor onboarding** Branded login with mobile verification and access logs.
No direct channel to visitors Offers and events go unnoticed by people already on site.	**Announcements & engagement** Promote offers, events and announcements on the login journey.
No data on footfall Owners lack insight into visitor numbers and behaviour.	**Footfall & usage insights** Visitor volumes, peak hours, dwell patterns and repeat visits.

Built for

- Shopping Malls
- Parks & Public Places
- City & Smart City Wi-Fi
- Transit Hubs
- Event Venues & Stadiums
- Markets & Tourist Spots

FEATURES

Everything your public space needs, on one platform.

FEATURE 01

Public Wi-Fi

High-performance, secure Wi-Fi for high-footfall spaces.

- Designed for crowded indoor and outdoor areas
- Fair-usage and bandwidth limits per visitor
- Users kept isolated from each other for security
- Coverage across large open spaces
- Session time limits for free access
- Reliable performance at peak times

For the owner: A dependable amenity visitors notice and appreciate.

FEATURE 02

Visitor Onboarding

Simple, branded login for every visitor.

- Branded login page with your logo and colours
- Faster login for returning visitors
- Authenticated access with user logs to support compliance
- Mobile number verification by OTP
- Terms of use and consent captured at login
- Visitor contact details captured with consent

For the owner: Your brand on every connection and a visitor database you own.

FEATURE 03

Ad-Supported Access

Free Wi-Fi funded by advertising.

- Banner, image or video ads on the login journey
- Sell ad slots to brands, tenants and sponsors
- Promote your own offers between paid campaigns
- Visitors watch an ad to unlock free access
- Schedule campaigns by date and time
- Ad view and engagement reports for advertisers

For the owner: A new revenue stream from every connection.

FEATURE 04

Premium Subscriptions

Paid plans for visitors who want more.

- Free basic access with optional paid upgrades
- Time-based packs, for example hourly or daily
- Ad-free experience for premium users
- Higher speeds or longer sessions on premium plans
- Voucher and coupon-based access
- Premium plans for regular visitors

For the owner: Additional income from visitors who value faster, longer access.

FEATURE 05

Announcements & Engagement

Talk to visitors while they are on site.

- Promote offers, sales and events on the login page
- Announcements for visitors, such as timings and notices
- Promotions for tenants and partner brands
- Redirect to your website or offers page after login
- Quick surveys and feedback forms
- Campaigns scheduled by time of day

For the owner: A direct marketing channel to visitors already on your premises.

FEATURE 06

Footfall & Usage Insights

Understand your visitors like never before.

- Visitor counts by day, hour and zone
- Dwell-time patterns
- Bandwidth and usage by area
- New versus returning visitors
- Peak hours and busy days
- Campaign and premium plan reports

For the owner: Data to plan events, staffing, tenant mix and pricing.

Wi-Fi, advertising, subscriptions and insights on one platform. One partner to deploy and support it.

MONETISE YOUR WI-FI

Turn every connection into an opportunity.

Public-OS supports a free, advertising-supported tier for everyone and premium plans for visitors who want more. You choose the model that suits your space.

Free Access

AD-SUPPORTED

For every visitor, funded by advertising

- Mobile OTP login
- Short ad before access
- Limited session time
- Standard speed
- Offers and announcements

Premium Access

PAID

For visitors who want faster, longer access

- Mobile OTP login
- No ads
- Longer or unlimited sessions
- Higher speed
- Hourly, daily or voucher plans

Ways your Wi-Fi can earn

RECURRING

Advertising

Sell login-page ad slots to brands and sponsors.

RECURRING

Premium Plans

Visitors pay for faster, longer, ad-free access.

RECURRING

Tenant Promotions

Offer promotion packages to stores and partners.

EVENTS

Event Sponsorship

Sponsored Wi-Fi for events and festivals.

ON DEMAND

Vouchers

Sell access vouchers at counters or partner outlets.

ONGOING

Insight-led Pricing

Use footfall data to price ads and space better.

Plans, ad formats and pricing shown are examples. Each deployment is configured to match your space, visitors and business goals.

BENEFITS FOR THE BUSINESS OWNER

Happier visitors. New revenue.

Public-OS turns public Wi-Fi from an expense into a business asset that engages visitors, supports tenants and generates income.

New Revenue Streams

Earn from advertising, premium plans and sponsorships.

Better Visitor Experience

Fast, easy Wi-Fi makes visitors stay longer and come back.

Direct Marketing Channel

Reach visitors on site with offers and announcements.

Footfall Intelligence

Understand visitor numbers, peaks and repeat visits.

Secure & Accountable

Authenticated logins and user logs support compliance.

Value for Tenants

Give stores and partners a new way to reach shoppers.

Lower Cost of Wi-Fi

Advertising and premium income offset running costs.

Scalable

From a single venue to city-wide Wi-Fi networks.

A visitor's journey with Public-OS

Connect
Visitor joins the public Wi-Fi network.

Log In
Verifies mobile number by OTP.

See Offer
Views an ad or announcement.

Browse
Free access, or upgrades to premium.

Insights
Owner sees footfall and campaign results.

VALUE ACROSS YOUR VENUE

Everyone at your venue benefits

Owners & Management
New income and footfall insights.

Marketing Teams
A direct channel to on-site visitors.

Tenants & Advertisers
Promotions that reach shoppers.

Visitors
Fast, easy and secure Wi-Fi.

City & Civic Bodies
Scalable, accountable public Wi-Fi.

How we deploy Public-OS

01
Assess
Survey of footfall zones, coverage needs and existing network.

02
Design
Coverage plan, login journey and monetisation model.

03
Deploy
Installation, branding, ad setup and training.

04
Support
Monitoring, campaign support and maintenance.

Frequently asked questions

Can our Wi-Fi really earn money?
Yes. Revenue can come from advertising on the login journey and from premium plans.

Are users verified?
Yes. Visitors log in with mobile OTP, and access logs are kept.

Can our tenants advertise on it?
Yes. Sell ad slots and promotion packages to tenants and brands.

Can it cover large outdoor areas?
Yes. Coverage is planned during the site survey for indoor and outdoor spaces.

Make your public Wi-Fi work for your business.

OKwifi Smart WiFi. Better Experience.

Book a free site assessment and a live demo of OKwifi Public-OS for your venue.

STEP 1
Free consultation & demo

STEP 2
Site survey & proposal

STEP 3
Deploy & start earning

Contact Us hello@okwifi.in okwifi.in

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