

Bottom-up Broadband Pilots in Europe (C4EU 5.1.2: Report on Selection of Opportunities and Projects - b)

Name Name, and Name Name

Abstract

This is the abstract

Index Terms

Bottom-up-Broadband (BuB), wifi, super-wifi, fiber, sensor networks

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This project consists, roughly speaking, on the design, implementation and testing of an optical fiber network in the Northern Quarter (NQ) area of Manchester. This network will provide public free Wi-Fi in that area of the city. The project will be led by the Manchester Digital Development Agency (MDDA), and all the designs and implementations will follow a model they have already developed.

The NQ is home to a wide range of SMEs from many sectors and is a good place for starting businesses to begin their activity and have a trading presence on a centric place of an important city. Providing public WiFi to the NQ will allow businesses to increase their revenues by increasing the number of customers and will give them a way to promote a big range of activities and/or events taking place in the zone. In addition, it is likely that this facts help to support the economy of the NQ area and of the whole city. As mentioned, the NQ area is like a small village in the centre of Manchester where most of the small businesses know each other, and work together to strengthen the economy of the city. This is an important relationship that can be intensified by the implantation of that network, and so the economy will be boosted.

One of the most important aspects of the project, apart from designing and deploying the network, is defining a good pricing model for commercial use. It is a basic point, because it is crucial that the network becomes self-funding and sustainable after the conclusion of the C4EU project. It is, somehow, a critical aspect, and the success of the pilot will strongly depend on the success of the pricing definition.

VII. THE RUBI PILOT

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And this is the conclusion.

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