



**WBA Industry Awards 2017**  
**Entry for Category 6: Best Wireless Innovation and Excellence in Social Impact**

## **The Wi-Life Station Project**

“Smart Stations for Smart Cities” of the theme of Cloud4Wi’s entry for Category Six, “Wireless Innovation and Excellence in Social Impact” of the 2017 WBA Industry Awards.

Our entry describes how we worked with the Italian State Railway, Gruppo FS Italiane, and two other contractors to create an advanced Wi-Fi environment, called “Wi-Life Station” in 14 Italian railway stations (so far implemented to date). These smart stations are designed to enhance and anchor the smart communities growing up around them.

Here is how the “Wi-Life Station” project meets your specific criteria for this award shown in bold):

**Innovation: Work has supported new approaches to reach maximum impact.**

Transportation creates huge social impact, moving people and things for work and play. It is so necessary and pervasive, especially in Italy, where this work took place, that even tiny changes create huge impacts. This program is not small, however, and improved the competitiveness of rail transportation versus other modes, made information more accessible to passengers, and raised the railway station’s status as a community resource, even for the non-traveling public.

**Leverage: Results can be reused by other individuals, groups or communities and motivate new innovations.**

Wi-Life Station is a commercial product, constructed using off-the-shelf technology and hardware. It is an open and extensible platform, key to creating the Wi-Life Station platform, which must support multiple stakeholders: the railroad, local government, public safety agencies, restaurants, retail, services, and other station amenities still being developed.

While each station features localized content and applications are used to access external customer-requested railway and other information, all of this technology builds on previous work and is available to future customers.

We hope this award will significantly increase awareness of this project and with it our ability to bring future versions of Wi-Life Station services to shopping malls, stadiums, hotels, medical facilities, and other venues.

**Focus: Results are focused on solving a specific problem.**

Wi-Life Station is designed for and being expanded to meet the demands and desires of digital consumers, initially in transportation. It also makes the railway station a smart player in smart digital communities.

**Impact: Innovation has a significant positive impact on a social or humanitarian problem.**

The Italian state railway is one of Europe's largest industrial companies, operating 8,000 trains daily, moving approximately 600 million passengers and 50 million tons of cargo each year.

Compared to other transportation modes, Italian railroads prevent significant greenhouse gas releases, reducing global warming and other negative environmental impacts.

Trains are good for people in other ways, giving travelers inexpensive transport options in a passenger friendly environment. Trains are fun, and Wi-Life Station seeks to improve customer satisfaction and provide information and entertainment before boarding and after departing the train.

Cloud4Wi is proud to help Gruppo FS Italiane be more competitive and offer a better experience for passengers and the communities where Wi-Life Station is installed. Less pollution, less passenger stress, better digital integration, better security, better utilization of railway stations and other Wi-Life Station benefits are significant contributors to improved quality of life, addressing the award criteria.

**We are seeking real world implementations with sustainable business models, although widespread trials are acceptable.**

Fourteen Italian railway stations are today designated "Wi-Life" stations with technology installed and fully operational, including Rome and Milan. More than 730,000 users have registered with the system, generating over 10 million page views in more than one year.

This installation is not a trial: Based on positive customer and rail patron acceptance, plans call for adding new Wi-Life Stations and we expect significant user and traffic growth to continue.