

WBA OpenRoaming Enables First Theatre Deployment of OpenRoaming Seamless & Secure Public Wi-Fi in Brasil

Theater Audiences Can Now Access Free Secure, High-Performance Wi-Fi at Teatro Gazeta in São Paulo, Deployed by TecExpert Brasil

LONDON, UK, October 25, 2023 /EINPresswire.com/ -- The [Wireless Broadband Alliance](#) (WBA) today announced that systems integrator TecExpert Brasil has introduced OpenRoaming™ [Wi-Fi](#) hotspots at Teatro Gazeta in the heart of São Paulo's cultural district. Ranked as one of the city's top theaters, Teatro Gazeta is the latest example of how OR is gaining traction in the country. The deployment comprises eight Cambium XV and XE-Series including three of which are Wi-Fi 6E enabled for faster speed interactive experiences.

Currently available at over 3 million hotspots worldwide, including São Paulo airport, WBA OpenRoaming frees users from the need to constantly re-register or re-enter log-in credentials — all while maintaining enterprise-grade security and privacy. The WBA OpenRoaming standard also enables enterprises, device OEMs, service providers and others to provide performance guarantees and — with Wi-Fi 6 and 6E — a carrier-grade experience as users roam between different public/private Wi-Fi realms.

Teatro Gazeta features an expansive lobby with sofas and other features for patrons to relax before and after shows. OpenRoaming, provided free of charge with ads, is ideal for this kind of environment because it makes it easy for patrons to quickly and securely upload photos and videos to share their Teatro Gazeta experiences on social media.

Teatro Gazeta is known for its state-of-the-art sound and lighting systems. OpenRoaming compliments this technological reputation by making innovative Wi-Fi services available to patrons.

TecExpert also provided OpenRoaming at Futurecom, Latin America's largest technology event, held Oct. 3-5 at São Paulo Expo. The OpenRoaming hotspot was part of TecExpert's support for the Brazilian Association of Internet of Things (ABINC), whose ABINC booth included the Almaroma Inclusive café. This venue showcased the Almaroma inclusion project, which promotes social inclusion and diversity in the job market.

TecExpert Brasil specializes in wireless solutions for enterprises and mission-critical applications.

The firm provided the first Wi-Fi 6E demo in Brasil and is a member of WBA and Telecom Infra Project (TIP).

How OpenRoaming Works

To begin using OpenRoaming, Teatro Gazeta patrons and Futurecom attendees with Samsung, Apple and Google phones simply select OpenRoaming in the network options or use a straightforward one-time provisioning portal to be automatically connected. Whenever their device is within range of an OpenRoaming hotspot, it will automatically and securely connect — no additional login required.

By making it easier to get and stay connected in São Paulo and around the world, WBA OpenRoaming maximizes Wi-Fi's benefits for residents, tourists, business travelers and other people. For example:

- Automatically connecting to an OpenRoaming hotspot avoids the security risk of using spoofed access points.
- With OpenRoaming, residents and visitors can easily connect to secure Wi-Fi networks across a city, regardless of identity provider, either regional or international.
- OpenRoaming can help “smart cities” attract more visitors and businesses that need continuous, secure access to reliable, high-performance broadband — including on buses, taxis and trains. Reliable connectivity also makes it easier for tourists to get bus schedules and maps, step-by-step navigation and other location-based information wherever they go.

Launched in May 2020, the WBA OpenRoaming standard is now in Release 3, which makes the business and commercial aspects of roaming easier than ever by minimizing hundreds of hours of legal and administrative time when establishing roaming settlement agreements. Enhanced capabilities in Release 4 are now available.

Roberto Silva, Managing Director, Teatro Gazeta, said: “Fast, secure Wi-Fi enhances the theater experience by making it quick, easy and safe for our patrons to share what they’re seeing and feeling with friends and family. Their social media posts help generate and sustain a buzz around our events and grow awareness of all we have to offer.”

Tiago Rodrigues, CEO of the Wireless Broadband Alliance, said: “Teatro Gazeta and Futurecom are the latest examples of how WBA OpenRoaming is revolutionizing how people in Brasil and the rest of the world get and stay connected — securely and reliably. They’re also examples of the key role that innovative systems integrators such as TecExpert are playing in growing the OpenRoaming footprint beyond three million global hotspots.

“OpenRoaming is being adopted by a variety of venues including stadiums, healthcare facilities, transport hubs, retail stores, hotels, and more. Drugstore chain RaiaDrogasil in [Brazil](#) deploys the OpenRoaming authentication framework to sign up and connect new clients to free in-store Wi-Fi. Customers then auto connect to Wi-Fi but can also be notified of new, relevant offers, and they can be enrolled in loyalty programs.”

Leonardo Luis Slaviero, TecExpert Brasil Founder and CTO, said: “We have great plans for

OpenRoaming in Brasil, to make public Wi-Fi secure and seamless for all. The next steps for exciting roll outs in Sao Paulo include a municipal public Wi-Fi project and hotspots at a major sporting event in the city.”

About the Wireless Broadband Alliance

Wireless Broadband Alliance (WBA) is the global organization that connects people with the latest Wi-Fi initiatives. Founded in 2003, the vision of the WBA is to drive seamless, interoperable service experiences via Wi-Fi within the global wireless ecosystem. WBA's mission is to enable collaboration between service providers, technology companies, cities, regulators and organizations to achieve that vision.

WBA undertakes programs and activities to address business and technical challenges, while exploring opportunities for its member companies. These initiatives encompass standards development, industry guidelines, trials, certification, and advocacy. Its key programs include NextGen Wi-Fi, OpenRoaming, 5G, IoT, Smart Cities, Testing & Interoperability and Policy & Regulatory Affairs, with Member-led Work Groups dedicated to resolving standards and technical issues to promote end-to-end services and accelerate business opportunities.

Membership in the WBA includes major operators, service providers, enterprises, hardware and software vendors, and other prominent companies that support the ecosystems from around the world. The WBA Board comprises influential organizations such as Airties, AT&T, Boingo Wireless, Boldyn Networks, Broadcom, BT, Cisco Systems, Comcast, Intel, Reliance Jio, Turk Telekom, and Viasat.

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