

Press Release
To all members of the press

Freshness Burger to Start a Free Wi-Fi Hotspot Service

~ Will implement the “Asahi Net Omakase Wi-Fi” service for the Wi-Fi hotspot ~

Freshness Co. Ltd. (Freshness; Head office: Chuo-ku, Tokyo, Japan; President and CEO: Osamu Shiseki) will install in all its national Freshness Burger stores the Asahi Net, Inc. (Asahi Net; Head office: Chuo-ku, Tokyo, Japan; President: Jiro Hijikata; First section of the Tokyo Stock Exchange, code 3834) business-class network operation service “Asahi Net Omakase Wi-Fi” and so provide a free Wi-Fi hotspot service that customers may use without needing to select a cell phone company (carrier) or device.

The Wi-Fi access point service installed will allow customers to immediately connect to the Internet with their existing device after completing a simple registration process. There is no limit to the number of connections or amount of continuous connection time. Furthermore, irrespective of carrier, any device (including PC) may be used. And, as an Asahi Net business-class Wi-Fi router is used for the Wi-Fi access point, a highly secure Wi-Fi environment is achieved.

This free Wi-Fi service is aimed at those using their PC for business use and foreign tourists whose numbers are expected to increase, and will help attract even more customers to stores.

This service will first start in some Freshness Burger stores in Tokyo, and then be gradually expanded to other stores.

Wi-Fi Access Point Service

- Service opening :
Gradual implementation from 1st June 2015.
- Applicable Freshness Burger stores:
Hibiya, Ohtemachi, Shinagawa Grand Passage,
Asakusa International Street, Shibuya Dogenzaka,
Udagawacho.
- SSID:
FRESHNESS_Wi-Fi



Wi-Fi Hotspot Logo (image)

Inquiries about this announcement

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