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eWireless Partnership to Increase Wi-Fi in Restaurants Statewide in Indiana

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Indianapolis based eWireless is partnering with the Indiana Restaurant and Hospitality Association of Indiana to help bring a technological advantage to its membership.

Indianapolis IN. -/February 28, 2007 - Wi-Fi Technology News/- As the production of Wi-Fi enabled devices rise at a staggering pace, more and more consumers access the internet outside of their home or office. Many professionals find it common place to meet clients out of the office and close deals or make presentations at restaurants and caf?'s.

For this reason, many event coordinators, meeting planners and mobile professionals seek out restaurants that are enabled with Wi-Fi. Indianapolis based eWireless has positioned itself to bring its brand of managed, no-hassle Wi-Fi hotspots to members of the association across the state.

"We are very excited to be working with The Restaurant & Hospitality Association of Indiana to help bring this service to their members" says Henry Kurkowski, Vice President of Business development for eWireless. "With our managed Wi-Fi in place, restaurateurs will not only be able to offer their customers free Wi-Fi access, but we would be able to connect their patrons with targeted information, track repeat visits, track length of stay and gain an advantage over their competitors who may not have such an amenity to offer. Since we remotely manage our equipment and handle everything for them from start to finish our clients can offer reliable wireless **internet access** and still concentrate on their core business of running their restaurant."

Offering patrons Wi-Fi to capture a larger market share is a strategy being used by large national brands such as Marriot, Starbucks, and Panera Bread and many others. The fast growing trend of providing this service to the public is a high-tech response to feed the constant need for convenience in today's fast paced, mobile lifestyle. Wi-Fi has been proven to be an ideal tool for every size company to gain a competitive edge and tap into the mobile consumer base.

"Mobile professionals and meeting planners are highly desirable clients for our member restaurants and Wi-Fi access is proven to attract these demographics" says John Livengood President & CEO of The Restaurant and Hospitality Association of Indiana. "With our relationship with eWireless, we hope to be able to offer our members services that both benefit their businesses and enable them to offer the next level of service to their customers."

"With [laptops](#) outselling desktops and more corporations incorporating Wi-Fi into their cell phones, PDA's and other devices, offering free wireless Internet Hotspots creates a market opportunity that meets the needs of mobile workers and consumers" says Kurkowski. "This helps make Wi-Fi enabled restaurants the preferred meeting place for people while on the road or out of the office. In doing so, this assists in making locations more valuable to more people for more hours of the day. It's a win-win for consumers and businesses alike."

To find out more about eWireless visit: www.ewireless.com

To find out more about eWireless Wi-Fi Hotspots visit: <http://www.ewireless.net>

To find out more about the Restaurant & Hospitality Association of Indiana visit: <http://www.indianarestaurants.org>

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