



## Cityroom Achieves Milestone with OpenRoaming Deployment in Japan and Expanding Partnerships



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Cityroom, a pioneer in secure Wi-Fi roaming services established in 2018, achieved a significant feat in 2020 by implementing OpenRoaming (OR) in Japan. This deployment marked a pivotal moment for Cityroom, solidifying international collaborations for advancing their roaming platform. OpenRoaming eliminates the need for multiple logins or app installations, ensuring seamless and secure Wi-Fi connectivity. Users benefit from effortless access to secure and high-speed free Wi-Fi across different networks while on the move in Japan.

Hideaki Goto, the founder of Cityroom and Associate Professor at Tohoku University's Cyberscience Center, has been a driving force in the Wireless Broadband Alliance (WBA), particularly in advancing OpenRoaming. His enthusiasm champions Cityroom's inspiring vision to elevate smart city public Wi-Fi through the revolutionary OpenRoaming technology. He has played a significant role in advancing OpenRoaming within the WBA, with his contributions including developing Open-Source Software (OSS)-based solutions, conducting interoperability tests, and helping OpenRoaming gain global adoption. His innovations have improved OpenRoaming's stability, availability, and user experience, even in unconventional transport settings like aircraft and cruise ships.

Hideaki's influence extends to major OpenRoaming deployments, including Tokyo, Kyoto, Nagano and Sapporo areas. He has also created educational documentation for the industry and actively fostered collaboration within the WBA. His work has been vital in making Wi-Fi Roaming more accessible and efficient on a global scale.

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A standout advantage of OpenRoaming is its modular structure, which enhances user experience and facilitates smoother global and local partnerships. This flexibility proved vital in Japan, particularly in the latest partnership with operators such as AT&T from the US and Wire and Wireless (Wi2), a subsidiary of KDDI. Collaborating with Wi2 enabled Cityroom to develop and offer the OpenRoaming platform to Japanese municipalities, amplifying Wi-Fi reach and providing uninterrupted connectivity for users.

### Overcoming Challenges: Implementing OpenRoaming in Japan's Wi-Fi Landscape

Hideaki shared that the introduction of OpenRoaming in Japan faced obstacles due to the prevailing business model of compensating operators by venues for providing free Wi-Fi. The intricacies of SIM authentication and financial concerns posed significant hurdles; however, Cityroom diligently addressed these challenges by engaging with operators, understanding their reservations, and devising solutions aligned with their business models. The latest use cases in Japan include public transport, smart city, hospitality industry, event venues, coffee shops and restaurants and government services, etc. Support of education and research by Wi-Fi roaming is also an indispensable application in the digital era and has always been a part of Cityroom's mission.

### Tokyo's Role in OpenRoaming: Transforming Connectivity



Tokyo emerged as a catalyst for OpenRoaming's success, thanks to the proactive approach of the Tokyo Metropolitan Government. Tokyo's Wi-Fi initiative positioned it as a frontrunner in adopting this cutting-edge technology. Users can easily install the OpenRoaming profile into their mobile devices, enabling seamless connectivity across major landmarks. The technology's compatibility with various platforms ensures a streamlined connection experience, bolstered by the TOKYO FREE Wi-Fi service and Cityroom's partner access points.

The successful trial led by Wi2 (a member of Cityroom) during the Tokyo Marathon 2023 provided valuable insights, emphasizing Cityroom's commitment to extending OpenRoaming's utilization in large-scale global events. Ongoing negotiations with multiple cities aim to expand OpenRoaming coverage, amplifying its impact.

"Cityroom is actively exploring its potential for disaster management and city design optimization."

## Revolutionizing Wi-Fi Roaming: Cityroam's Dedication

Cityroam's deployment of OpenRoaming in Japan, supported by partnerships and governmental initiatives, redefines Wi-Fi roaming experiences. The commitment to OpenRoaming aligns with Cityroam's mission to provide uninterrupted connectivity worldwide. Advocating and deploying the platform globally drives standardized and secure Wi-Fi roaming solutions. Travelers can experience consistent and hassle-free Wi-Fi across nations adopting OpenRoaming.

Cityroam's proactive stance cements its position as an industry leader, shaping the future of Wi-Fi roaming. Collaborations and a commitment to OpenRoaming's cause pave the way for a borderless Wi-Fi experience, propelling a connected world.



## Empowering Smart Cities with Seamless Wi-Fi: Cityroam's Ambitious Vision

Hideaki's leadership dates back to the City Wi-Fi Roaming Trials in 2017, and his commitment to openness and collaboration has fostered a more inclusive environment within the WBA. Cityroam's unwavering aspiration revolves around forging dynamic collaborations with an expanding network of municipalities and government bodies throughout Japan. This concerted effort is poised to magnify the influence of OpenRoaming, ushering in a new era of seamless connectivity that transcends boundaries.

This approach thrives on strategic partnerships and a wealth of expertise, ensuring not only robust but also secure public Wi-Fi access. This collaborative drive holds the potential to weave a tapestry of uninterrupted connectivity across diverse regions in Japan. As the vision of a smart city with seamlessly connected public Wi-Fi unfolds, Cityroam stands at the forefront, ready to weave a digital fabric that binds communities, fosters innovation, and brings the future to the present.

Please visit [www.openroaming.org](http://www.openroaming.org) and [contactus@wballiance.com](mailto:contactus@wballiance.com) to get engaged.