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## News Release

FOR IMMEDIATE RELEASE

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### **SAN JOSE OFFERS FREE INTERNET ACCESS IN DOWNTOWN**

#### **City Invests in Outdoor WiFi to Enhance Visitors' Experience**

**SAN JOSE, CALIF.** – March 30, 2004 – San José, the Capital of Silicon Valley, recently launched Free Downtown WiFi (wireless fidelity), outdoor hotspots featuring wireless Internet access to visitors and residents of downtown San José. Free Downtown WiFi, which operates on an 802.11b network, is available in San Pedro Square, the Plaza de Cesar Chavez and the Fairmont Plaza.

Free Downtown WiFi was spearheaded by the San José Convention and Visitors Bureau (SJCVB) in November 2003, and was made possible with the support of several public and private partners such as the City of San José's Office of Economic Development, the San José Redevelopment Agency, San Jose Downtown Association, Global Netoptex (GNI), Cisco Systems and Wireless Communications Alliance (WCA).

Free Internet access enhances the downtown experience and presents an opportunity for the public to stay connected through the use of their personal wireless communications devices.

#### **Tech Savvy San José is a Business-Friendly Destination**

Responding to the demands of business and taking advantage of technology's new developments, Free Downtown WiFi gives visitors, particularly those traveling on business, the ability to send and receive email while away from the home or office; surf the Internet for the latest news; and learn more about what events and activities are taking place in the city. Users can quickly and easily find information about unique attractions and activities taking place in downtown San Jose by accessing a portal page developed by the SJCVB.

Additionally, Free Downtown WiFi expands San José's service offerings to the meetings and conventions industry. With Free Downtown WiFi, the convention delegates' work and leisure space is enhanced and the downtown area is revitalized to provide a comfortable and technically advanced cultural center.

*Downtown San José Offers Residents and Visitors Free WiFi Access*

*March 30, 2004*

“Over the next several months while the service is available, we will be evaluating the number of users and the overall response to WiFi in the downtown area,” said Dan Fenton, president and CEO of the San José Convention and Visitors Bureau. “Free Downtown WiFi only adds value to San José as a meetings and conventions destination. If we witness a high volume of usage, expansion of coverage will be considered.”

The SJCVB will be handling all technical support issues through San José Concierge at 1.888.SAN.JOSE. For more information about Free Downtown WiFi, please visit [www.sanjose.org/wifi](http://www.sanjose.org/wifi).

**About The San Jose Convention and Visitors Bureau (SJCVB)**

The San José Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Convention Sales and Client Services departments serve as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San José, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau’s *Meeting Planners Guide* or *Official Visitors Guide*, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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