



WiFi Connectivity at Iconic Uluru

KEEPING VISITORS CONNECTED AND ENGAGED WITH THE WORLD FROM THE RED CENTRE.



LOCATION:
Talinguru Nyakunytjaku – Sunset Platform



SERVICES:
Network Design and Implementation
Project Management
Encapto WiFi Management Platform
Ruckus Outdoor Access Points
Local Gateway Appliance
Monitoring and Support



CLIENT:
Uluru-Kata Tjuta National Park, Parks Australia



DEPLOYED:
2017

Balancing throughput and discretion, Easyweb's WiFi at Uluru keeps the social media happy snaps flowing to promote Australia to the world. Robust and minimalist, just like the iconic site itself.

Uluru-Kata Tjuta National Park is internationally recognised as a World Heritage Area, attracting more than 250,000 visitors each year to Australia's iconic red rock.

Situated in a remote area where cellular coverage is both limited and costly, Easyweb's satellite WiFi system keeps visitors connected and engaged.

The Encapto WiFi management platform provides management control over messaging and network usage while robust Ruckus hardware weathers the sometimes extreme natural elements. The system was deployed rapidly and is fully managed by Easyweb support engineers for a seamless WiFi experience at an affordable price point.

SATELLITE CONNECTIVITY

To overcome connectivity issues in this remote location, the NBN Sky Muster 25/5 Mbps satellite service is used as primary backhaul. 4G is used as a backup service, to provide a highly reliable Internet connection to the Uluru WiFi system. The equipment connects to discreet custom housings, built to withstand the elements and minimise environmental impact. The Encapto WiFi management system ensures fair usage for each connected user.

BRANDED LOGIN PORTAL

Uluru's splash page shows handy visitor information, is easily configured by the parks' staff and can be updated at any time. This multipage portal also acts as the first point of contact when visitors login to the network and its user friendly interface ensures ease of use and maximum exposure for Uluru's branding, images and messaging.

SEAMLESS NETWORK DEPLOYMENT

One of the main concerns expressed was how the installation process would affect the aesthetics of the area and the possibility of causing any damage onsite. Installation had to be carefully timed to minimise restricted access for members of the public and to be executed following park rules and guidelines. Installation was managed from Easyweb's project management HQ. Access requirements, such as night work, site induction and permits were co-ordinated in advance to enable the quick deployment of Access Points and controllers onsite. Deployment of the network took less than 4 days.

COMPREHENSIVE REPORTING

The Encapto control panel enables Uluru National Park to monitor network performance from anywhere. Encapto reporting recorded more than 1,500 users in the first two months of operation and usage has continued to grow since. Statistics on the control panel show valuable insights such as download and uploads, device types, total number of sessions and session times.

“

NOTHING GOT STARTED UNTIL THE EASYWEB ENGINEERS FULLY AGREED BY US ON ALL THE WORK THAT WAS GOING TO BE DONE AND HOW IT WAS GOING TO BE DONE. THE RESULT WAS EXACTLY AS WE HAD AGREED. NOT ONLY THAT BUT THEY WERE ALSO EXCELLENT TRADESMEN.

– BRIAN MCLEAN, MANAGER INFRASTRUCTURE AND MAINTENANCE, ULURU-KATA TJUTA NATIONAL PARK



MAINTENANCE AND SUPPORT

Full end user support is provided from the Easyweb Network Operations Centre from 8am until 8pm AEST. An Easyweb manned 1300 number enables users with WiFi questions or issues to access our trained team of skilled engineers for speedy resolution.