

MEDIA COVERAGE



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Warrington WiFi specialist Airangel clinches three year Manchester Central contract

A WARRINGTON firm specialising in wired and wireless internet access has won a three- year deal with conference centre Manchester Central.

Airangel will supply guest WiFi internet access and portal marketing.

The system will provide a virtual concierge service to all the centre's visitors, and allow Manchester Central to increase personal dialogue with them, enhancing marketing activity.

Guests will be able to use the portals to access centre floor-plans, information about local accommodation and places to eat.

The system can also recognise a user's location, enabling the centre to market its own internal cafes and bars, for example, those closest to where the user is situated.

Manchester Central head of marketing Sharon Leeson said: "We can now have extended dialogue with our guests and delegates, and the portals are a fantastic way of marketing the venue's facilities."

Airangel sales director Dean Wilkinson said: "Our reach across the conference sector is ever-growing, and our WiFi portals are a real selling point for event venues, elevating the quality of their business services.

"We have responded to the popularity of PDA devices and internet-enabled mobile phones."

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