



COUNTY OF KENOSHA

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April 30, 2015

News Release

For Immediate Release

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Kenosha – Free, outdoor Wi-Fi will be available in a band along Kenosha’s Lake Michigan shoreline around Memorial Day.

Service will first be available in the area by the City of Kenosha’s Public Museum campus, and will spread from Carthage College at the north to Kemper Center at the south, and west to Sheridan Road, encompassing the Downtown Kenosha area. Technical considerations will determine the actual build out schedule, but it should move very quickly.

The goal of the free, outdoor Wi-Fi service is economic development, education and public safety.

The service, which will operate under the brand DKIWIFI (Downtown Kenosha Incorporated Wi-Fi), is being developed by a consortium led by the County of Kenosha, with financial sponsorship from Carthage College, Gateway Technical College, Kenosha Area Business Alliance and the Kenosha News.

Martin Lacock, chief information officer for Kenosha County, said the initiative is the result of months of planning among the consortium members.

DKIWIFI is being designed for open air use and is not intended to replace indoor Internet access for residents or businesses in the coverage area.

Since the service is not encrypted, it is intended for personal, noncommercial use.

The service will have some restrictions, in addition to web filtering for inappropriate sites, which will limit the period of time or amount of data that can be downloaded during a specific session.

These usage policies are intended to dissuade using DKIWIFI for streaming large amounts of data for movies and similar activities.

When Wi-Fi users connect, they will be directed to a landing page that will provide a great opportunity for targeted marketing and the ability to direct users to specific Internet destinations.

The landing page will include a standard terms of use agreement with cautionary information on using a public network.

The County, the consortium members and Downtown Kenosha Inc. are all very excited and optimistic as to the value and benefits the Wi-Fi service will provide.