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Captive Portals vs Fast, Free, Frictionless Wi-Fi

By **Keith Parsons, CWNE #3** · 2025-07-25 · originally on LinkedIn

100% agree with Dean Bubley on this issue of the absolute awfulness of #captiveportals and the asinine idea of #wifimonetization. What customers want is Fast, Free, Frictionless access to the Internet. (If we go with OpenRoaming or SIM Auth we can also give Secure to that list as well)

Why do events and facilities continue to punish their own customers with Wi-Fi Captive Portals when they don't to the same thing for all other amenities public facilities offer? Because someone who was after one more commission check convinced them it was a good idea.

STOP SELLING WI-Fi MONETIZATION TO YOUR CUSTOMERS!

By Keith Parsons, CWNE #3, Wireless LAN Professionals. Free to read and share. Facts