

THINK FIBRE FOR YOUR IoT SOLUTION

Future-proof your IoT business application or digital transformation project with reliable connectivity.

More and more businesses are turning to IoT solutions to help with:

- **Reducing operating costs and increasing efficiencies.**
- **Securing more advanced business insights**
- **Enhancing new and existing customer experiences; and**
- **Creating new, or enhancing existing, revenue streams.**

Such projects increasingly require real-time data management, or bundled device or sensor solutions. Combined with this are continuous tech advances pushing capacity demand from low to high bandwidth e.g. Artificial Intelligence (AI), Big Data, live streaming, APIs and digital video.

That's where fibre comes in. Having already transformed how we live and work over the last decade, thanks to our Smart Locations, Chorus fibre is increasingly being used to provide reliable, flexible and scalable high bandwidth connectivity to business infrastructure and critical real-time, data-hungry IoT applications.

What is a Smart Location?

A Smart Location allows a place or structure that typically does not have a fixed address, like an outdoor digital billboard, a traffic light or an electric charging station to connect to the fibre network (now covering 87% of the population across 412 New Zealand towns and cities).

Learn more:

[Q chorus.co.nz/smartlocations](https://chorus.co.nz/smartlocations)

**SMART LOCATIONS
RUN ON FIBRE**

CHORUS

Here's how businesses are already using Chorus Smart Locations

Outdoor digital signage



Whether it's an outdoor digital billboard, street furniture or digital touch screen, tap into fibre's capacity and reliability to enable new interactive integrated technologies and the ability to secure valuable consumer insights.

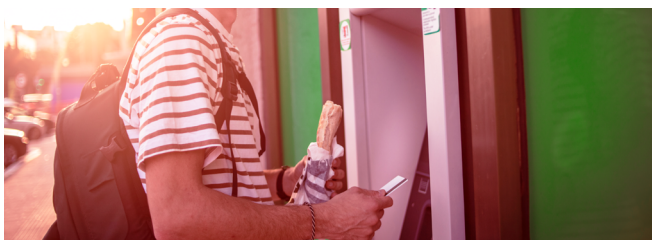
Discover here how LUMO are changing the face of outdoor advertising with digital billboards.

Outdoor electric charging stations



With the growing number of Kiwis looking for alternative fuel sources, Smart Locations with Chorus fibre can provide high bandwidth connectivity for multiple services at electric charging stations; from pay-at-pump point of sale, app signal notifications, to Wi-Fi streaming while your customers wait.

Banking



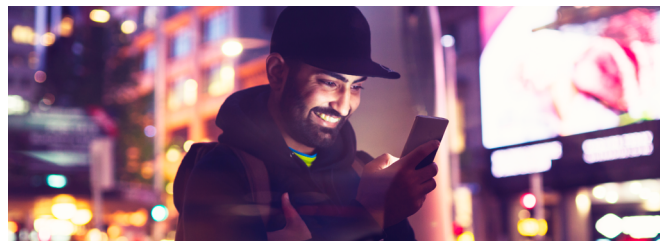
Chorus can provide a fibre connectivity to non-premise infrastructure like ATM machines.

Fuel suppliers



If you are looking for a self-serve 24/7 pay-at-pump facility where no cashier is needed, fibre can provide the connectivity for this solution. Fibre can also connect smart lights or CCTV cameras for safety and security.

Public Wi-Fi



Fibre helps event organisers cater to crowds of people with Wi-Fi hotspots at major events, like concerts, festivals and sporting fixtures.

Utilities



Whether it's monitoring water quality or predicting unexpected gas or electricity maintenance requirements fibre can provide the connectivity to help monitor utility distribution networks.

See more:

chorus.co.nz/smartlocations

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Why Chorus fibre is the smart choice

Turning your IoT into a Smart Location connects it to New Zealand's world-class fibre network. We work hard to ensure our network is congestion free and has plenty of capacity, providing you with connectivity to scale up and maximise the digital capabilities from your connected asset.



Fibre is available in nearly all of NZ

With 87% of the population and 412 New Zealand towns and cities now being able to access fibre, there's a good chance a fibre access point is nearby to enable your big bandwidth IoT project.



A more sustainable option

For speeds over 50 Mbps, fibre has a lower carbon footprint than any competing technology by as much as 96%. Every IoT connection we have on fibre is a win for the environment.*



Reliability and resilience

With fibre, you can expect consistent performance regardless of demand or peak use. As a lines technology with cables in the ground, fibre also offers longevity and weather protection benefits.



Fast upstream speeds

Fibre offers the fastest broadband plans available but there's a lot that contributes to actual speeds experienced. Learn more at chorus.co.nz/broadband-performance



Scalability and flexibility

A single fixed fibre Smart Location can connect to multiple devices providing you with the flexibility to add other IoT applications in the future. Fibre plans come in a range of bandwidth options giving you plenty of capacity to meet your total data needs.

There is flexibility with two Optical Network Sensor (ONT) options – a standard ONT and an SFP (small factor pluggable ONT). An SFP allows you to connect fibre in small spaces where a standard ONT may not work or has limited power options.



Long term operational efficiencies

With fibre, there are long term cost efficiencies as you can amortise the upfront connection cost over multiple years and limit the need for investing in replacement hardware.

*Assessing the emissions footprint of the fibre networks relative to other fixed broadband options in New Zealand Source: [Sapere, 2021](#)

Contact us:

chorus.co.nz/smartlocations

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