



the coffee connection

Since 1971, Starbucks has offered more than a superior cup of coffee; it has provided a "third place"—away from the home or office—where customers can connect with friends and colleagues.

Enhancing that coffee connection has always been a high priority at Starbucks. When a recent survey revealed that 90 percent of the chain's 14 million customers were frequent Internet users, Starbucks decided to add a new item to its menu: in-store wireless Internet access.

the perks of partnership

Of course, providing its customers with a friendly, wireless place to access the Internet required partners who knew as much about wireless technology as Starbucks knew about coffee.

So Starbucks called on hp and T-Mobile Technology to help develop the chain's own wireless LAN network. Dubbed the T-Mobile Hotspot service, the network provides instant Internet access to any Starbucks customer equipped with a wireless-ready notebook or PocketPC.

a double shot of hp

In addition to installing high-powered servers and network access points across Starbucks' wireless network, hp has also developed software to ensure that the move from home to office to Starbucks is as easy as ordering a latté.

hp's new Wireless Connection Manager is free, downloadable, and allows customers to configure their wireless-enabled devices to automatically sense and connect to the T-Mobile HotSpot service the instant they enter a Starbucks.

wireless access. worldwide.

Two thousand Starbucks locations in the United States now feature in-store wireless T-Mobile Hotspot service, making Starbucks' wireless LAN networks one of the country's largest.

With the continued involvement of hp and T-Mobile, Starbucks customers worldwide will soon be able to check e-mail, surf theWeb, watch streaming video, or download businesspresentations—all without the wait, or the wires.

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HP Wireless Connection Manager currently supports notebooks installed with Microsoft Windows 2000 and most HP iPAQ Pocket PC 2002 products using the Compaq WL110 Wireless Card.

