

Gravity Co-Living trusts Wifirst with its digitalization

London, 26 October 2021 - *Gravity Co-Living in Hounslow, London chose Wifirst as their technology partner to provide WiFi, Fibre and other managed services to its 97 studio apartments and co-working area at the height of the COVID-19 pandemic. In the near future, Wifirst will also be providing the Hounslow project with digital signage and TVs which will all be fully connected for easier and more accessible communication with their residents.*

The deployment of an "as a service" WiFi solution responds to the digitisation challenges of Gravity Co-Living. Robert Birch, Gravity's Head of Operations says: *"With our member base being a combination of young professionals, entrepreneurs and students, a high quality, secure WiFi is expected at a minimum. With Wifirst, not only have they provided this, but their continued management and support is priceless! It has freed up the team and I to concentrate on creating a unique culture and community, knowing all our WiFi needs are in safe hands."*

The infrastructure, put into service in just a few weeks, is based on the use of 100% of the active equipment (hardware) with the deployment of a dedicated fibre. This means big savings for the operator and a healthy impact on the environment, creating less waste in the long term. For Wifirst, this also means we will have the ability to top up the existing service with new features and products, allowing Gravity to evolve their customer experience and scale it to all their properties.

For more information, visit www.wifirst.co.uk or follow us on [linkedin](https://www.linkedin.com/company/wifirst).

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About Wifirst

Founded in 2002, Wifirst is the leader in managed WiFi for professionals. Wifirst has structured its activities around two main families of customers: the Hospitality & Residences market (Crous, AccorHotels, Club Med ...) and the Retail & Business market (La Poste, MAIF, Norauto ...). The Internet Service Provider extended its network internationally by opening offices in the United Kingdom and Spain in 2016 and to date covers 26 countries. A pioneer of the "WiFi as a Service" approach, Wifirst is committed to a continuous innovation process to offer a network capable of absorbing the spectacular increase in internet usage, offering high added value services and making WiFi the technical base of the digital transformation of its customers. Wifirst, a member of Ofcom and the Bpifrance Excellence network, has posted an average growth of over 30% over the last decade and attained over £52M in turnover at the end of 2019. For more information: www.wifirst.co.uk