

Kizoom in the news

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St Pancras Station now offers free WiFi

Mobile Industry Review reader Chris knocked me this news over this morning. He was checking out a [story on ISP Review](#) about St Pancras Station's new free WiFi offering. It's one of the key London stations now that the EuroStar terminal is based there.

The St Pancras [website](#) carries this info:

The screenshot shows the St Pancras International website. The main headline reads "Meet me at St Pancras International" with a sub-headline: "The unique London landmark and new home of Eurostar re-opens after a £800 million restoration". A navigation bar includes links for "ABOUT ST. PANCRAS", "GOING TO ST. PANCRAS", "EAT", "DRINK", "SHOP", "TRAVEL", "NEWS", "EVENTS", and "BLOGS". The article content includes a "Back" link, a "Get connected" section, and a "See Also..." sidebar with three items: "Amenities", "Champagne bar Europe's longest Champagne Bar and the f...", and "St Pancras present". A large image at the bottom of the article features a "WiFi ZONE" logo over a view of the station's interior.

Right on!

The back end is managed by [CitySpace](#). Who, I suspect, aren't on the Christmas card list of the existing WiFi providers such as The Cloud.

What next for The Cloud when folk are giving away WiFi?

The move by St Pancras makes perfect, perfect sense. The shops, in particular, will get a lot more business from the passing trade, I imagine. You need somewhere to sit, afterall, right? And, whilst you're checking your mail, that double chocolate muffin does look pretty tempting.

