



## FACT SHEET

- Objective:** The PingWi-Fi blog is designed to explore, utilize and report on mobile connectivity as it increasingly becomes a foundation of contemporary society.
- Scope:** The blog content focuses on wireless technology as its “common denominator” – including a variety of technology and service providers. Additionally, the subject matter will include typical experiences the average traveler might encounter on the road or in the air. PingWi-Fi will report on-location at cultural hotspots that may feature wireless communications – film festivals, sporting events, rock concerts, political conventions and more. The project is designed to canvass The United States in one year.
- Site:** [www.pingwi-fi.com](http://www.pingwi-fi.com)
- About the blog:** PingWi-Fi is the brainchild of blogging pioneer D. Kent Pingel. The former journalist’s first blog, The Wi-Fi Guy, earned critical acclaim coast to coast in news media and amassed a near-cult following. In his first cross country travel blog, Pingel wrote about his experiences as he communicated wirelessly and performed his public relations duties from the road – during an 18,000-mile, 43-city solo trek.
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