PRESS RELEASE
28/08/2020

NOS LAUNCHES NEW POWER WI-FI SOLUTIONS
NOS GUARANTEES WHOLE HOME Wi-Fi COVERAGE WITH PLUME®

NOS' new Power Wi-Fi offering has been specially designed to improve the reach of Wi-Fi at home in a simple way, thanks to Plume’s Adaptive WiFi™ cloud-based technology powered by AI. This solution also allows you to enjoy Advanced Access Controls and AI Security™.

The Internet at home has never been more important to Portuguese families than in recent months. The service has become the main means of access to entertainment, work and education content, further evidencing the need to have Wi-Fi signal available to the whole family and throughout the house.

Thus, in a time of back to school, when families will rethink their homes for a reality of work and study at home, NOS launches a new Power Wi-Fi in partnership with Plume. This service has been specially designed to improve the reach of Wi-Fi at home in a simple and affordable way, and delivers not only the best Wi-Fi experience, but also a new level of security and network control at home.

NOS is the first operator in Portugal to introduce Plume Adaptive WiFi from the Silicon Valley company, adopted by several reference operators worldwide, for instance Comcast, Liberty Global, Charter, Bell, Tele2, VOO among others.

New Wi-Fi Power with Plume Adaptive WiFi

The new Power Wi-Fi integrates Plume Adaptive WiFi, with a centralized intelligent cloud-controller, which continuously adapts to the environment and user behavior to maximize the overall network capacity and application.

This ensures that multiple devices remain connected without interruption in any area or typology of residence and guarantee an optimized network performance by steering devices in the home to different Pods.

The service includes the Plume App which, in addition to allowing easy and fast installation, also allows access to Wi-Fi control and management features, all via mobile phone. Among others, the customer can monitor network performance, check the connection status of the devices, customize the network name, or easily share the password of their Wi-Fi.

For customers looking for even more control and security on their network, NOS offers an additional in-App subscription using HomePass® and AI Security™. This option allows customers to customize network access, online protection of all equipment in real time, and advanced parental control with schedules and content filters for the children.
NOS Power Wi-Fi Offer

In order to tailor the choice of solution to the size of each home and level of customer requirement, Power Wi-Fi is available in three non-loyalty modalities – M, L and XL – from 3 euros/month, all including adaptive Wi-Fi and Plume Wi-Fi control App. NOS offers an online recommendation platform that indicates in a personalized way the best modality for the needs of each client.

About the NOS Power Wi-Fi communication campaign

The campaign, with creativity developed by Havas Worldwide, is starring the humorist Salvador Martinha who takes on the character of great representative "who lives on the net" and proves that with the new Power Wi-Fi the NOS Net is proof of everything and everyone. From today, the campaign goes on the air with presence on TV, radio, mupis, press, online and NOS points of sale.

Campaign Movie here.

About NOS

NOS is the largest communications and entertainment group in Portugal. It offers state-of-the-art fixed and mobile solutions, television, internet, voice and data for all market segments. It is a leader in subscription TV and film distribution and display. In the business market offers an extended portfolio of products and services, with solutions tailored to each sector and business of different sizes, complementing its offer with ICT, IoT and Cloud services.

With a network prepared for 5G and by easing the city of Matosinhos with the 5th generation of the mobile network, NOS is at the forefront in the implementation of this new technology and assumes a leading role in innovation associated with smart cities and the development of 5.0 societies.

On the other hand, the goal of reducing greenhouse gas emissions and contributing to the sustainability of the planet led NOS to subscribe to the Business Ambition for 1.5ºC Commitment Charter, which confirms the company’s public commitment to align its emissions with the decarbonization trajectories needed to limit global warming.

In the Cinema segment, NOS continues to lead the market with a share of 61.5% of gross revenues being the showman with more complex (31) and rooms (218).
NOS is in the main national stock exchange index (PSI-20), with 4.8 million mobile customers, 1.6 million television customers, 1.8 million landline customers and 1.4 million fixed broadband internet customers. More information in [http://www.nos.pt/institucional](http://www.nos.pt/institucional)

**About Plume**

Plume is the creator of the world’s first Consumer Experience Management (CEM) Platform powered by OpenSync™. As the only open and hardware-independent solution, Plume enables the curation and delivery of new Smart Home Services rapidly and at massive scale. The Plume service bundle which includes Plume Adaptive WiFi™, HomePass®, AI Security™, and Plume Motion™ is managed by the Plume Cloud, a data- and AI-driven cloud controller currently running the largest software-defined network in the world. Plume leverages OpenSync, an open-source framework which integrates into a broad set of silicon & platform SDKs for connection to the Plume Cloud.

Plume, Plume Adaptive WiFi, HomePass, AI Security, Plume Motion and OpenSync are either trademarks, or registered trademarks of Plume Design, Inc.