

New Boingo iOS App Leverages iTunes Account for Payment

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Wi-Fi provider Boingo Wireless has announced that iOS users can now use their iTunes account to purchase a Boingo subscription.

According to a press release, the latest version of Boingo's iOS app links directly to a customer's iTunes account, streamlining subscription sign-up and monthly billing by using existing iTunes credentials and billing information.

The company notes that users can activate the new plan on multiple iOS devices, allowing them to connect those devices without entering their credentials.

Dawn Callahan, senior vice president of marketing and sales for Boingo Wireless says the news system makes signing up for a Boingo subscription easier for customers.

"iOS device owners already use their iTunes account to buy apps, music and other products on their phone or tablet; we're adding that level of simplicity to the process of buying Wi-Fi," Callahan said in a statement.

The new iTunes-based plan is \$7.99 per month for unlimited connection to Boingo's 600,000 hotspots.

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