

Burger King Launching AT&T Wi-Fi in All U.S. Locations

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Burger King today announced it is putting AT&T's Wi-Fi Ready Zone access points in all of its U.S. locations.

Blessed with the tasty name "Whopper Wi-Fi," the AT&T hotspots are promising an "easier to use and more robust experience" for Burger King customers.

Burger King says it's the first large-scale customer to deploy AT&T's Ready Zone, a plug-and-play, managed Wi-Fi access point that covers up to 2,000 square feet.

AT&T says it already has 32,000 Wi-Fi hotspots up and running in the U.S. AT&T has moved its branded Wi-Fi into other restaurants including McDonald's. AT&T had previously been in Starbucks locations but the last year coffee chain switched its Wi-Fi service to Google.

The upgrade to Burger King's in-restaurant wireless comes shortly after the nationwide chain announced [plans for a mobile application](#) [1] pushing coupons and special offers. Burger King said the app could eventually allow customers to place orders and to pay from their smartphones.

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<http://www.wirelessweek.com/news/2014/04/burger-king-launching-t-wi-fi-all-us-locations>

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[1] <http://www.wirelessweek.com/news/2014/03/burger-king-launching-mobile-app-payment-feature>