

WiFi cows to let Glastonbury revellers get online

June 24 2014



EE's Wi-Fi cows receive finishing touches from onsite artist Hank Kruger at Glastonbury

Brightly coloured fibre-glass cows at this week's Glastonbury festival will provide free WiFi to let revellers upload images at high speed.

Mobile phone company EE announced on Tuesday that it has installed the latest 4G WiFi technology ready for the Somerset music festival.

Inspired by the dairy herd which grazes the Worthy Farm meadows during the rest of the year, each WiFi hotspot takes the form of a festival-themed life-size cow.

The fibre-glass cow statues have been decorated by one of the festival's renowned artists, Hank Kruger, and will be operational from the moment the gates open at Glastonbury on Wednesday.

The 4GEE cows will be placed at key points around the site, allowing festival users of any mobile network to log on using any device, ensuring no festival moment need go 'unshared' or 'unliked'.

Hank and his team have been decorating the iconic steel drum bins around the festival grounds since the 1980s. One of their painted bins is in the Rock and Roll Hall of Fame museum in Cleveland, Ohio.

EE will power the cows with a bespoke 4G network installed on site for the festival weekend.



The fibre-glass Wi-Fi cows that will provide free 4G technology to festival-goers at Glastonbury this week

Spencer McHugh, director of brand at EE, said: "Staying connected has become an essential part of any festival-goer's experience and we are thrilled to be back supporting Glastonbury Festival, helping to ensure those on site have the best possible experience."

Other technological innovations EE is bringing to this year's festival include widespread contactless payment on site, with over 100 card readers at the 25 main bars on site, as well as 'Cash on Tap' facilities for EE customers with compatible phones allowing users to pay for items up

to £20 with a [mobile phone](#).

© 2014 AFP

Citation: WiFi cows to let Glastonbury revellers get online (2014, June 24) retrieved 25 April 2024 from <https://phys.org/news/2014-06-wifi-cows-glastonbury-revellers-online.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.