

Skyhook Wireless



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Skynet

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End at 0:55

What Is WiFi

History

IEEE created 802.11 in 1997.

It is a Wireless Local Area Network (WLAN).

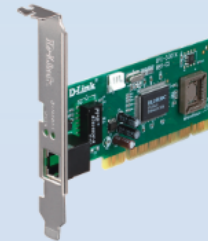
Was named WiFi by the Wi-Fi Alliance for consumers.

How it works

Wireless Adapter

Transmits data at up to 54Mbps.

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WiFi vs Wired

Pros:

- Mobile
- Flexible
- Easy to install

Cons:

- Slower than Ethernet LAN (wired).
- Less secure than Ethernet.
- Signal degrades with distance and with obstacles.

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How is WiFi Data Protected?

Encryption

WEP

- Oldest method.
- 40 to 128-bit key.
- Preset decryption key.
- Easily cracked.
- "Better than nothing."

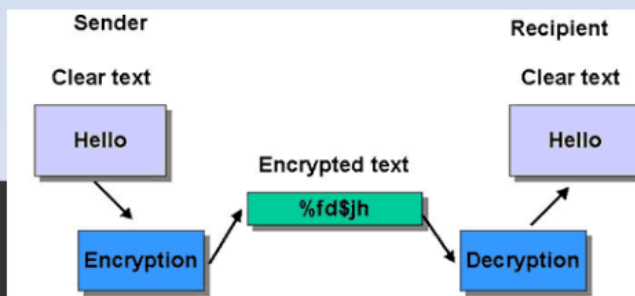
WPA

- Replaced WEP.
- 128 to 256-bit key.
- Decryption key changes.
- Locks up when attacked.
- Vulnerable to DoS.

SSID

- Name of router.
- Change the name!
- Use passwords!!!

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Who's Looking At It?

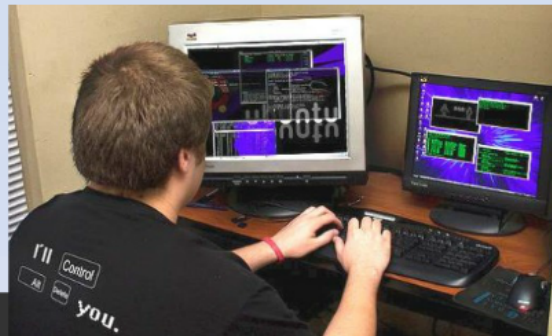


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Businesses Advertisers

Governments Hackers

Educational Institutions



How is Data Used?

TO MAKE \$\$\$

Internet Preferences

Who you contact

Where you are

How you commute

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WiFi Positioning System

Combines GPS
and WiFi

Heat Mapping

Geofencing

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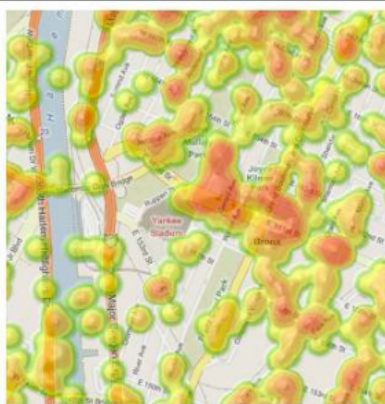


Figure 3: Yankee Stadium, Brooklyn, NY, no game:
24 hours: 0.94k location requests



Figure 4: Yankee Stadium, game
24 hours: 9.13k location requests

