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## FEED THIS TRASHCAN FOR FREE WIFI



TELECOMMUNICATIONS

**ThinkScream** have created a smart trashcan, which provides **15 minutes of connectivity to people who throw away rubbish.**

We have already seen free wifi used to lure people out of the sun in Peru, and now Indian startup **ThinkScream** have created a smart trashcan, which provides 15 minutes of connectivity in exchange for throwing away rubbish.

The plastic bins have LED screens, which light up with the wifi symbol when rubbish is thrown into it. The bin then provides wireless internet for 15 minutes within a 50 yard radius. They have already been used at a music festival and could potentially be used in Mumbai, India's most populous city with 18 million residents, in an attempt to curtail the habit of disposing rubbish in public places.

 wifi bin-1-rubbish-india-environment

Each bin costs about USD 1500 and ThinkScream have been contacted by various companies who are interested in using the branding potential of the devices. What other amenities could be offered in a bid to encourage rubbish disposal?

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