

Shopping Center Westfield London offers Wi-Fi... and (almost) free mobile phone charging!

London looks like the center of the universe, these days, thanks to [London 2012 Olympic Games](#).



Here comes a tiny news bit that shows how much technology can help/extend shopping experience.

[Shopping Center Westfield London](#) sports [some 312 \(!\) stores](#)... and they do leverage technology and internet with online initiatives and [Twitter hashtags just like #IWasThere](#)

Obviously, by providing some basic information you get free Wi-Fi connection across within the shopping center: this seems very normal as of 2012.

Looking for something new?

I came across a photo on their [Facebook page, though, that shows a Vodafone-branded mobile phone charger](#).

That's cool: if you give customers the ability to tweet, post on Facebook and Pinterest zillions of products in such a huge store for a long time (do girls get out of a shopping center in less than 5 hours ☐), they're supposed to drain their mobile toys' batteries.

No more details: from the Facebook comments it's unclear if the service it's free or requires £1.50 (as one user states); moreover looks like your cellphone gets locked, you get a locker key and no more than 30 minutes charging (maybe, later, the £1.50 gets refunded).

Anyway, It looks at a really premium service to customers: sometimes you just need a little energy to keep your iPhone alive and tweeting.

I guess there's a nifty business idea behind this: wireless connection is so widespread, why shouldn't device charging?

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Is there something similar for all the tourists and Olympics Games fans that are seizing London this days?