

**Seeking distributor and distributors/installers for “The REAL Wi•Fi” and its emerging family of products. Distributors enjoy discounted pricing on product, marketing assistance and technical support.**

**“The REAL Wi•Fi” is a great add-on product for satellite TV installers, computer network consultants and ISP's to offer to their clients.**

**Public Wireless Internet Access you provide your Customers, Clients & Guests.**

More people—professionals, students and others are going wireless everyday. Using the widely adopted 802 wireless standards many devices such as laptops and PDA's can connect wirelessly to the internet through wireless access points, also referred to as “HotSpots”. Your business can provide the access, and attract the customers with this value added service.

“The REAL Wi•Fi” is a powerful wireless router that can manage hundreds of both wireless and wired clients simultaneously. The on-board access management system, and Ticket Manager, allows you to control who and how, either paid or free, can use your internet connection and for how long.

It's all yours - Unlike systems from large regional or national providers like T-Mobile, SBC and others, users do not have to pre-subscribe to a monthly plan - they can purchase access on an impulse or walk into your venue for easy free access to allow you to draw more customers to your location because of this amazing Value Added Service. Also unlike these providers you keep the lion's share of the revenue, and allow users to roam across locations.

Combine “The REAL Wi•Fi” Starter Kit with “The REAL Wi•Fi” Service to start providing Wi-Fi wireless access in your restaurant, café, or retail location. takes the hassle and complexity out of Wi-Fi access with a turn-key solution designed for growing retailers like you. The system comes with all the networking hardware, back-end software, and venue marketing materials you need to start offering Wi-Fi to your customers. Charge for Wi-Fi access or give it away for free to your best customers. With Hot Spots, the choice is yours.

Only delivers a gateway delivering best-in-class wireless range and coverage.

“The REAL Wi•Fi” Access Tickets make's solution unique. One-hour or one-day access tickets are flexible. Charge for access or give it away for free.

Works with every kind of broadband: DSL, cable modem, satellite, T1, or Plain Old Telephone Line.

It's easy to get started, just choose a “The REAL Wi•Fi” Starter Kit, and put this amazing service to work. (This does not include the connection to the Internet)

Knowing the issues that have faced Wi-Fi- Hot Spot owners of stability, scalability, versatility and ease of management, we sought out a way to solve these issues.

Stability and scalability were the first two issues attacked. After careful due diligence we chose the Cisco / Linksys wireless dual band A&G hardware and software platform router as the Wi-Fi Hot Spot Box Access Point.

The final two issues, versatility and ease of management, our developers and programmers sought out and solved.

Developing its own management software with proprietary modulation and messaging techniques enabled within it was not an easy task.

Over many sleepless nights and long weekends, the programmers in March of 2005 delivered its Hot Spot Box software product for commercial use.

Combining the proprietary software with Linksys and Cisco hardware and software, and our programmers delivered an unprecedented product. A product of these three combinations does indeed make "A Perfect Solution for the Next Generation of Internet Use".

### **"The REAL Wi•Fi" system:**

#### **Complete Master Unit**

Includes preconfigured server and software, access point, cabling and standard support (via email) as well as window/counter stickers and step-by-step instructions.

Ideal for bookstores, restaurants, coffees shops, internet cafes, food courts, marinas, office and hotel lobbies and more.

#### **Installation Services**

All systems are preconfigured before they are sent to you and are user installable. However should you wish not to deal with installation there are two options:

#### **On-Site Assisted Installation**

We will assist you on-site in setting up the entire system. We do not provide ladders or climbers. This is charged at a lower consulting rate.

**Wireless Mesh Repeaters** - You can extend the range of your system using Mesh Repeaters. Your "The REAL Wi•Fi" system can support multiple access points, great for large buildings or facilities with outbuilding, such as campgrounds, motels and cabins. Additional access points do not require wiring to the Hot Spot Box but do need AC power.

**Credit Card Software Module** - Allows your users to pay for their access by credit card or PayPal. Ideal for locations where an attendant or cashier may not always be available, such as marinas, campgrounds or campuses. The credit card module works through the popular and easy to use PayPal service, so users can pay for their access with credit cards or their PayPal account. The credit card software module can be included when you purchase your unit or added at any time.

#### **Full Installation**

We will set up the entire system, including researching an Internet service provider and co-coordinating the installation of the service and then coming out and physically installing the system. Please note we do not do electrical work. All electrical service will need to be in place for the repeaters.

## **Guest Support, Site monitoring and Site Maintenance**

### **Ideal for large hotels, campuses etc.**

We can provide complete system monitoring and support, including a toll free support number for guests who need assistance connecting and using their systems, the internet access to connect and monitor the system, and proactive monitoring of all access points.

## **Extended Support Plan**

All systems come with a 1 year warranty on the Hot Spot Box Server, the manufacturer's warranty on the access point and 1 year of standard email support. Standard support will assist you with setup, configuration, administration and hardware issues. For the vast majority of sites this standard support will cover all of their needs.

After the 1st year, extended support is available on a yearly basis. This extends the email support and provides for repair or replacement of the Hot Spot Box server in the event of a failure.

Telephone support is available on a per incident basis.

## **“The REAL Wi•Fi” Q & A:**

### ***Q. How large of an area will my hotspot cover?***

A. Hotspot coverage, like a cordless phone can range from 40 or 50 feet up to over a thousand feet or more. Range can also be extended through the use of an add-on antenna, placed either indoors or outdoors. For larger areas wireless repeaters or multiple access points can be added.

Factors such as walls, construction materials and other wireless devices can all contribute to how far wireless access can reach. Also different wireless standards have differing ranges. (See comparison below)

### ***Q. What kind of computers can access my hotspot?***

A. Unlike some other systems HotSpot in a Box works with all wireless and most wired computers - Windows, Macintosh, Linux, even Palm Pilots and wireless PDA's.

### ***Q. Do my customers have to load special software to access the hotspot?***

A. Absolutely not. HotSpot in a Box works with your customer's web browser and does not use special proprietary software.

**Q. How do I set up the system? I am not at all technical. Do I need to hire someone to do this?**

A. The system was designed to be very simple to set up. All of the configuration will be done by us before we ship the unit to you, although you can make changes to all settings yourself if you wish. For most locations users will do the following to set up the system:

**Unpack the unit.**

**Mount it in it's new location.**

**Plug into an electrical outlet.**

**Connect the HotSpot in a Box to either your dedicated internet connection (Cable, DSL, satellite or T1) or plug the unit into your phone line.**

**Set up is done!**

You do not need to hire someone to set up your system in most cases. If you wish to have it done professionally, any computer service technician (or most neighborhood high school kids) should be able to have it up and running in just a few minutes.

**Q. What is the difference between wired and wireless clients? What is a client?**

A. A client is any device that can connect to the internet, a PC (desktop, laptop or tablet) a personal digital assistant or any other device. Wireless clients connect using one of several wireless standards, sometimes referred to as Wi-Fi. Wired clients plug into a wired connection, called ethernet, with a connector that looks like a fat telephone plug.

**Q. Can I have both wired and wireless clients? Why would I want to?**

A. Yes, you can use a mix of wired and wireless clients. Most locations will have at least one wired client PC to create tickets, usually the existing office PC. In most cases this will not interfere with the PC's regular duties. You may also choose to have one or more wired PC's in a public area where guests who do not have laptops can access the internet and their email. And of course any guest with their own wireless devices can access the network. (If for some reason you do not wish to allow wireless access it can be easily turned off)

**Q. How do I create tickets?**

A. After the system has been set up, using a laptop or desktop PC that is connected to the system (wirelessly or wired) open your web browser and surf . When prompted for a user name and password, leave the user name blank and enter the password that we sent to you. From there you will see a link to click on to generate new tickets. Select the type of ticket you wish and the system will display a page of those tickets with unique access numbers. Simply print the page from your browser, separate the tickets and you are ready to distribute them.

**Q. How do I use the optional credit card software module?**

A. You can allow your users to pay for their access with a credit card, in addition to tickets. The credit card access module is software that is loaded into your master unit when you purchase it, or can be added later. It works in conjunction with the popular Paypal service and still allows you to determine the pricing and duration of the usage. Paypal charges a small per transaction fee, and you will need to establish a merchant account with Paypal.

**Q. What is the difference between Cable/DSL, Satellite and T1 vs. Dialup?**

A. Cable, DSL (Digital Subscriber Line), Satellite and T1 are dedicated higher speed internet connections, offered through the telephone company, a cable TV provider or an independent internet service provider. In addition to being faster than a dial up connection (anywhere from 5 to 50 times faster) they are always on and do not tie up a telephone line.

Dialup connections are slower and tie up your telephone line, often resulting in the need for a dedicated phone line. Usually, when comparing the cost of dialup and DSL or cable, by the time you add in the cost of the phone line and monthly fee to the internet service provider the costs are almost the same.

However some areas just can not get Cable or DSL, and T1 (a dedicated digital circuit from the telephone company) is usually just too expensive. For most of these locations Satellite is the best route to go using a provider such as 21 st Century Satellite. In the event satellite is not possible dialup is sometimes the only choice. While the download speeds will be slower with dialup, HotSpot in a Box can still support multiple users at the same time using just one phone line.

**Q. What are the different wireless standards? Which one should I have? How do I update the system?**

A. Currently there are three wireless systems in use, all based on what is called the 802.11 standard.

802.11b is the oldest and most common standard. It is widely used, and the most common standard for wireless hotspots.

802.11g is a newer standard, providing faster connections and is backwards compatible with 802.11b. 802.11g can also yield slightly longer range under most circumstances. Many hotspots can also support 802.11g, and all 802.11g clients can use 802.11a.

802.11a is the newest standard (yes, we realize "a" usually comes before "b", but we didn't name these things, really). It operates on a different frequency than the other two standards, and has the shortest range of all. Almost all 802.11a clients can use the other two standards.

So which one should you use? Our systems "speak" both 802.11b and 802.11g simultaneously. We recommend using both b & g standards.

**Q. Can you update the system?**

A. Absolutely. If a new standard evolves (and eventually it will) all you will need to do is purchase a new access point from your local dealer, online or through us and plug it into the HotSpot in a Box.

## **Q. Why do you charge monthly support fees?**

A. In the majority of hotspot systems most of the monthly fees the vendors charge to the site owners or collect from the tickets sales goes towards end user support costs. To provide good support desk help can cost between \$5 to \$8 per call. However the vast majority of hotspot users do not need support, HotSpot in a Box just works for them. So with typical hotspot business models if you are selling service to the site owner they end up paying hundreds of dollars per month to support a small minority of their users. If the hotspot business model involves selling tickets to the owner for resale, then those support costs get passed on to all users, when only a few ever use the support. Our Support Fees include all the features of your own backoffice to manage each HotSpot location independently, add or remove one and for you to maintain management control over your existing HotSpot Installations and new ones as you grow your business.

Now when you begin to track the reasons users have problems with accessing the wireless services it almost always comes down to three issues:

1. User equipment (laptops) that were not properly configured or user equipment purposely configured not to connect to public networks (corporate laptops belonging to companies that do not want them connected to public networks for security purposes)
2. Users who are unfamiliar with how to use their own equipment.
3. Other applications interfering with their connection or proprietary on-line systems that do not conform to published network standards.

It should not be the responsibility of the campground owner or other users to bear the financial costs of supporting these users.

We do provide a cheat sheet for campground owners to hand out to users if they do have problems. This 8.5 x11 laminated card has step by step instructions for PC's and Macs, and includes pictures and simple steps to follow if the user has problems. Become a distributor of self-contained wireless hotspot systems!

### **Distributor Information:**

APN Worldwide is seeking distributor/installers and distributors for "The REAL Wi•Fi" and its emerging family of products. Distributors enjoy discounted pricing on product, marketing assistance and technical support.

"The REAL Wi•Fi" is a great add-on product for satellite TV installers, computer network consultants and ISP's to offer to their clients.

## **Systems Benefits:**

- Completely self-contained
- Simple to set up – all management interfaces can be accessed via a web browser
- Simple to expand with wireless mesh repeaters – no wiring cat 5 all around the property!
- Can be managed from anywhere – on or off premises
- The system owner determines what to charge and how long to allow access.
- The system owner keeps 100% of the revenue
- No per user licensing fees or host fees
- No Annual Licensing Fees or Maintenance Contracts required.
- Can help Increase Traffic
- Customizable – users can easily customize the welcome screen guests see.
- Scalable – can cover a small area or hundreds of acres

## **Distributor Benefits:**

- Easy to sell – by far the lowest cost controlled wireless access solution available
- Easy to install – system setup and customization all done via web browser
- Easy to expand – wireless mesh repeaters only need power – no need to run cat 5 network cable!
- Extensive Distributor support
- Generous wholesale pricing
- Second level tech support for you and your installers
- Low monthly fee to support back office to see the status and manage your customer systems in real time
- No inventory required – units can be dropped shipped
- Comes with Purchased Distributor Kit.\*

## **What's included in the kit?**

The Distributor kit comes with:

- The wireless access point equipment
- Marketing materials - including window decals, instruction cards, countertop signage, etc.
- Installation documentation - including equipment configuration
- Equipment license
- Continued technical support to you and your employees via phone, email and our support forums .
- Your location's listing in the many online public hotspot directories on the Web.
- Branding - a customizable end-user login/account page where you can display your logo and other pertinent information relating to your organization.
- We maintain the hotspot network infrastructure so you don't have to worry about being or becoming a Linux expert or have a Linux staff member on hand. Our solution is simply "plug and play."

Low monthly cost for Backend Account Support System

## **Interested in learning more?**

Call \_\_\_\_\_ @ \_\_\_\_\_ for more information