

WIZZPHONE

Wi-Fi Advertising & Publishing

*Reaching a WiFi
Audience*



The WiFi Ecosystem.

Wi-Fi Advertising & Publishing:

Case study: Mallorca, Spain.

Smart Phone, Smart Consumer.

- Reach a large, affluent & targeted audience
- German, Spanish, UK, Swiss, France, Italy, Australia, New Zealand, Scandinavia, Russia & Poland.
- Promote real-time offers, events & your Brand
- Mobile/WiFi Web Marketing Platform

Increase sales

- Point-of-Connection (POC) advertising
- Drive customers to your premises
- Sell products and services in WiFi Zones
- Create Brand awareness in WiFi Zones
- Content & advertising revenues
- Chargeable Internet access
- Mobile Web Marketing (MWM) services
- Content downloads, PDF's, Apps & Magazines
- WiFi service Apps, Restaurants Cafe's

The image displays two examples of a mobile WiFi interface, likely for a cafe or restaurant. The top interface is branded 'freefiWiFi' and includes a translator icon and a 'CLARE SCHOOLING INSPIRED DESIGN' logo. It features two restaurant advertisements: 'Idem' in Palma de Mallorca and 'Kashmir' in Pollensa. Below these is a 'Wi-Fi' section with login options: '20 mins FREE WIFI', '20 mins WIFI GRATIS', and '20 Minuten GRATIS WIFI'. The bottom interface is branded 'COUNTRY CLUB SANTA PONSICA' and also features the 'Idem' and 'Kashmir' ads, followed by a 'Wi-Fi' section with similar login options. To the right of the WiFi sections are several vertical advertisements: 'SKINS' (10% OFF), 'MONEYCORP' (Call +34 687 932 472), 'Burete Frau' (Abogados - Solicitors - Rechtsanwälte), 'Aparthotel' (www.cansmontaner.info), 'ETIHAD AIRWAYS', 'To Advertise HERE Call 699158487', and 'PINK' (THOMAS PINK JERMYN STREET LONDON).

Captive Consumer
Home Pages

Meet our consumers



Click for consumer endorsements

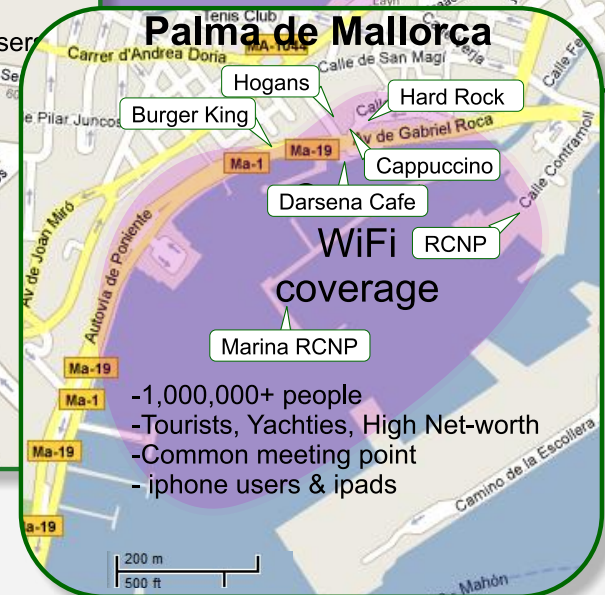
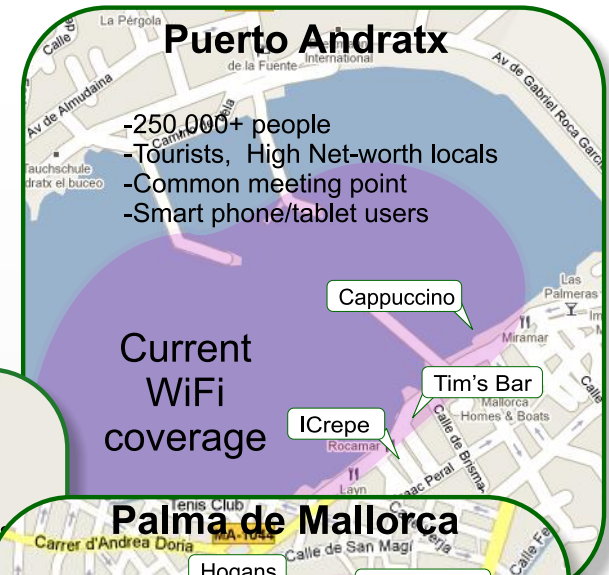
<http://www.youtube.com/watch?v=KE5H3xhVRdM>

Connect with the audience

- Advertise and publish your Brand to Smart Phones/Tablet/PC easily.
- Your Consumers, keep coming back to access the web, see videos, download Apps, make phone calls, use facebook and do work.
- Help your consumer connect & Tap into you and your Brand & expand your revenues.

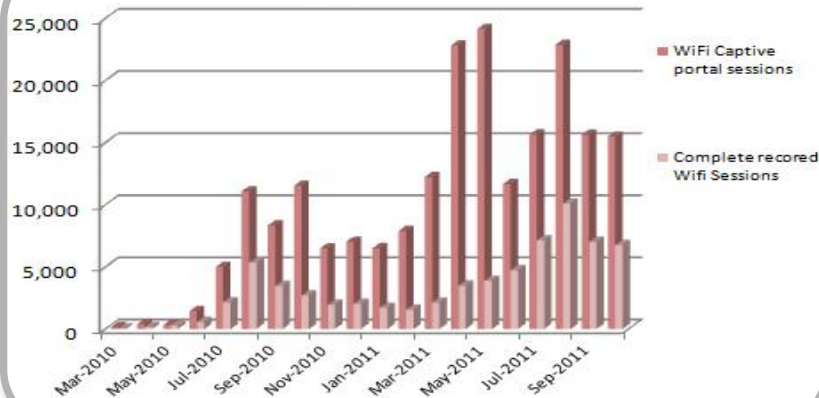
Coverage

- Reach over 2 million consumers
- A European Audience
- targeted and affluent

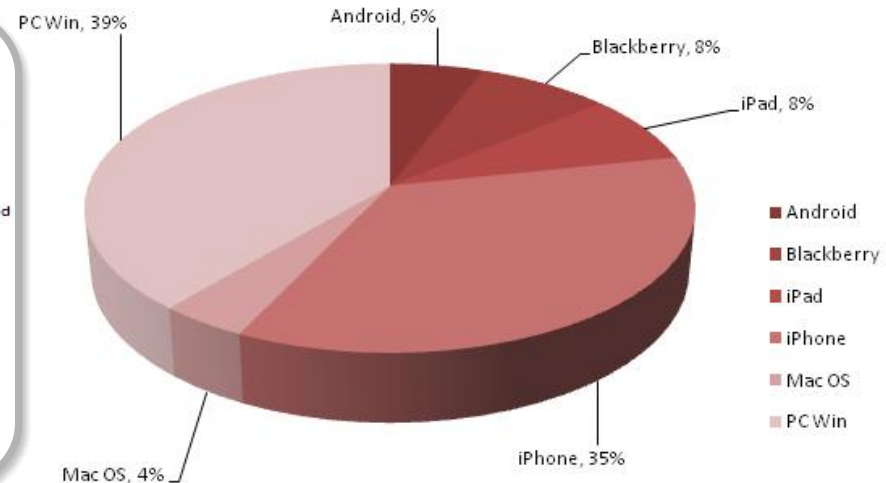


Mallorca, Spain: Statistics

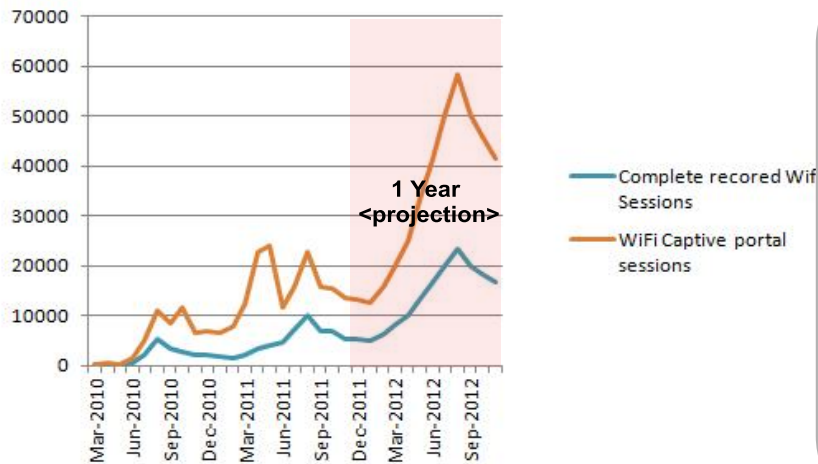
The actual sessions Nov 2011



Wizzfone: August 2011: Wi-Fi device usage



Mallorca, Spain: Projection Mar 2010-Nov 2012



Mallorca, Spain: Projection Mar 2010-Nov 2012
Adverts served



Types of Adverts & Publications

The screenshot displays a Wi-Fi network interface with the following elements:

- FreeFi WiFi** logo and a **translator** link.
- A row of small images (circled in red) and the text **CLARE SCHOOLING INSPIRED DESIGN**.
- Two travel-related articles:
 - PALMA DE MALLORCA Idem**: A bar with baroque and burlesque décor.
 - POLLENSA Kashmir**: Fine Indian Cuisine in a friendly atmosphere.
- A video player showing a house, with a red circle highlighting the video content.
- Several banners and advertisements:
 - ETIHAD AIRWAYS** banner.
 - MONEYCORP** banner with contact information.
 - To Advertise HERE** banner with contact information.
 - PINK** banner for Thomas Pink.
 - ENGEL & VÖLKERS** banner.

- Cost Per Thousand (CPM)
- Cost Per Action (CPA)
- Cost Per Click (CPC)
- Cost Per Download (CPD)

Banner 460x60px banner

Publisher Editorial section

Card Banner 310x150px

Video/image Advert 500px-300px

Agreed Type: CPM/CPA/CPC/CPD

Price:

Date:

Name Buyer:

Signature Buyer:

Name Seller:

Signature Seller:

Duration: 1month / 6months / 1year

WiFi Marketing - how does it work?

1) When laptop, phone or tablet is turned on, the device auto-searches until WiFi is detected

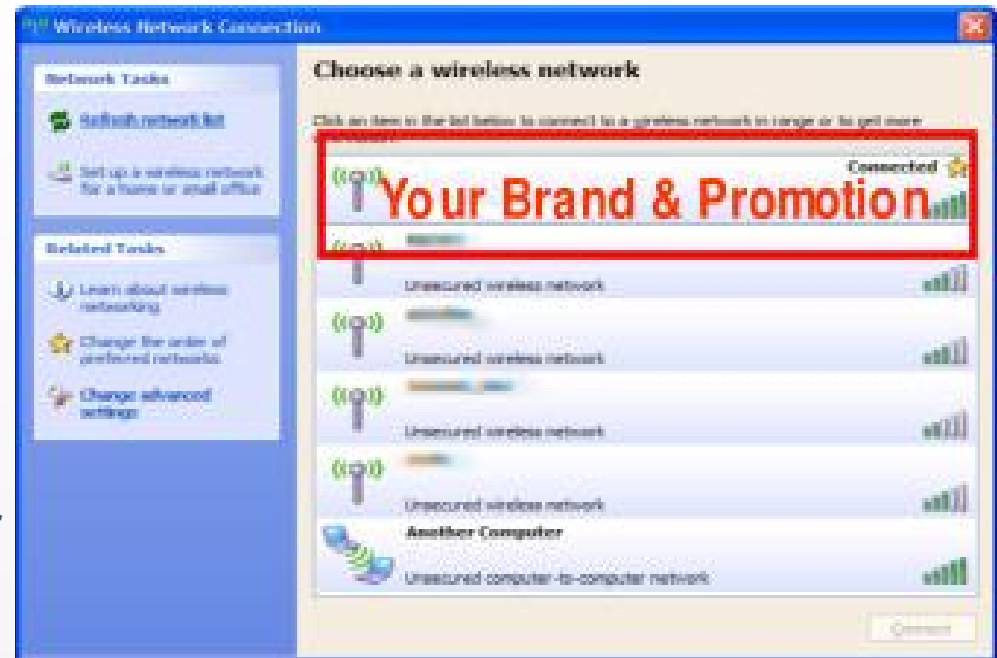
2) Visitors and business travellers who search for WiFi will always open up this Point-of-Connection (POC) window:
Using our system, your brand appears in WiFi window (right) to anyone searching for WiFi.

Offers and events are promoted real-time to a local target audience. A Branded Message in the window (SSID) e.g. gigs: “LiveMusic in 30 minutes at our place!”

3) After clicking the branded WiFi link / advert:
Your branded splash page (login page) appears with further revenue-generating opportunities

Maximising awareness of the brand, promotions and revenue-generating services.

The splash page is controlled by your Marketing or local staff and can be updated centrally across several disparate sites



WiFi Marketing - the opportunity

- Marketing, branding and promotion to WiFi users within proximity, irrespective of whether or not they actually use the Internet connection
- Offer WiFi portal users the ability to go to your branded Mobile Web store with even further revenue-generating opportunities
- Integrated Mobile Web services will keep a direct and personal relationship with mobile-friendly customer, even after they have left your WiFi Footprint (Fixed-Mobile Convergence or FMC)
- Monetise your content and extend your digital Branding in WiFi zones. Connect with your consumers in their location
- WiFi Captive Portal can provide ongoing Brand recognition as well as new revenue streams for the WiFi Business i.e. targeted local advertising, content provider and corporate advertising
- Provide a new and instant communication channel to your consumers and prospects for range of your shops, services and events
- Deliver new services, experiences and reach a huge new market!

