



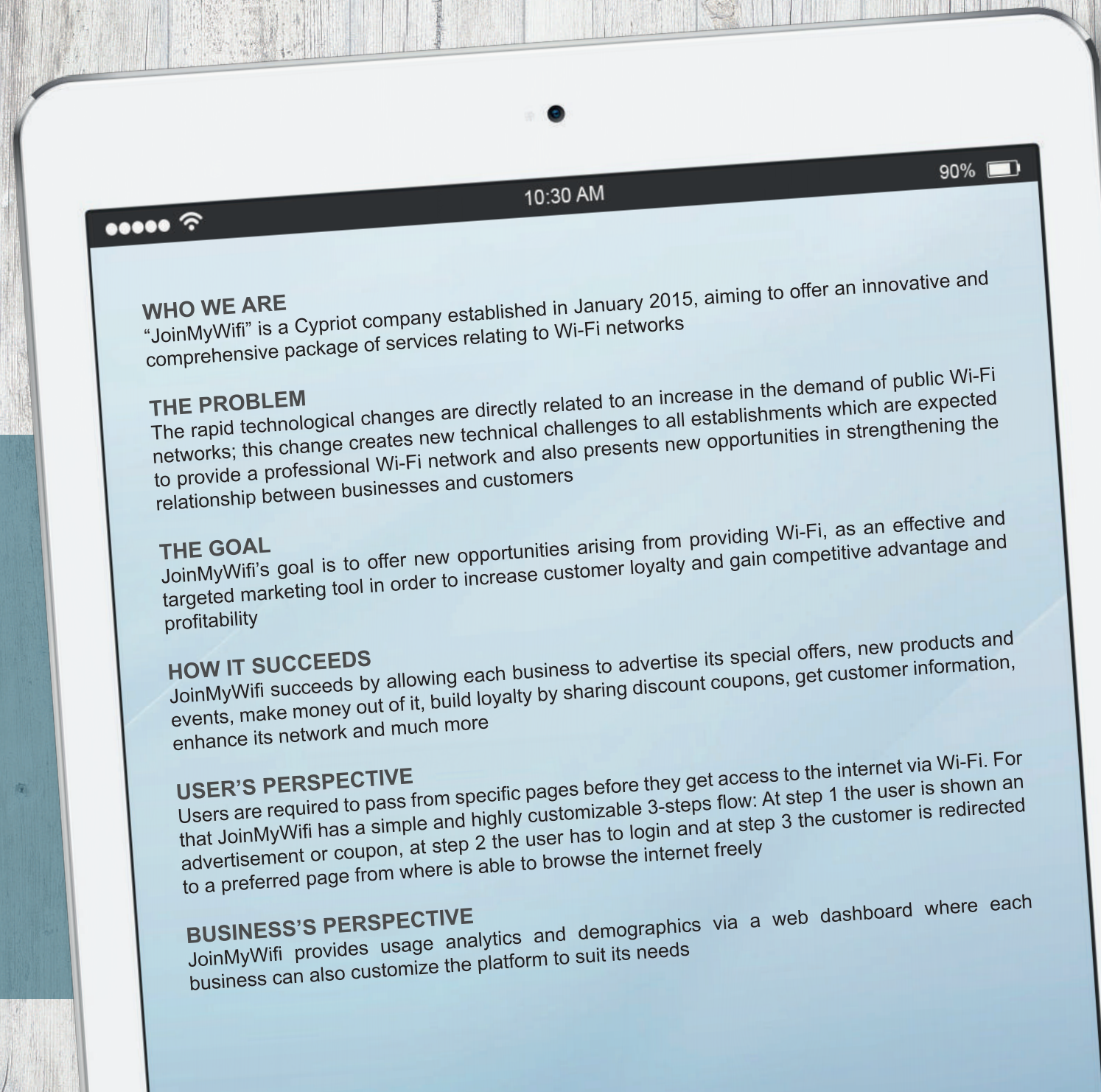
**MARKETING  
PLATFORM**





JoinMyWifi marketing platform is a proprietary all-in-one customizable software solution for Wi-Fi marketing; it is dedicated to businesses that provide Wi-Fi to their customers such as ISPs, GOV (municipalities, parks, beaches, public spaces), airports, stadiums, malls, supermarkets, hotels, casinos, restaurants, bars, clubs, cafes and transport vehicles (taxis, buses, watercrafts).

JoinMyWifi uses captive portal technology to give internet access to Wi-Fi users. Captive portal is a very common technology which is used in major malls, hotels, airports and generally in large public and private Wi-Fi networks. When captive portal is in use, users have to login via the browser to get internet. This process has different amount of steps for users depending on each business's configuration. In simple words, users have to go through a series of web pages to be able to use the internet.

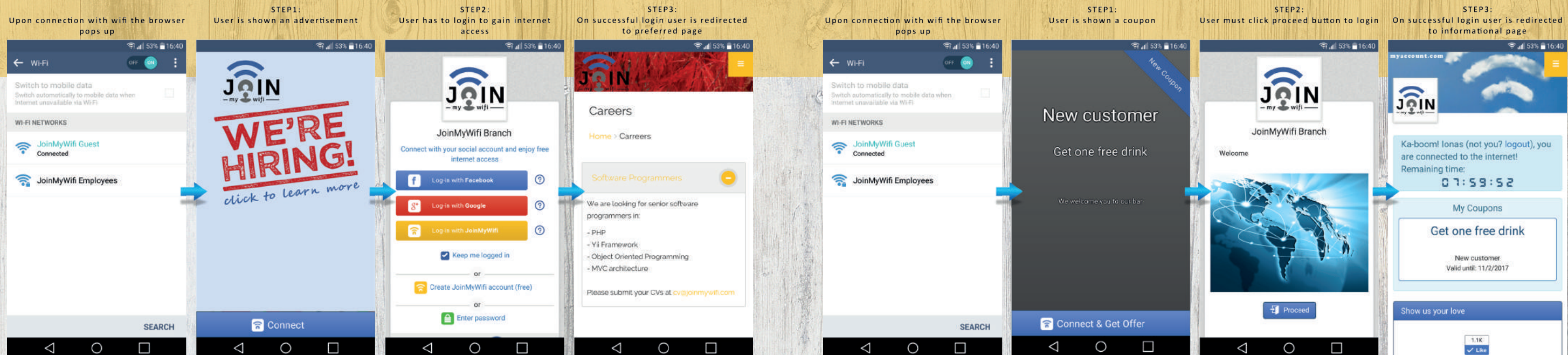




# MAIN FEATURES

- Advertise in Wi-Fi: Each business can have multiple targeted advertisements running in Wi-Fi regarding its special offers, new products and events. It can present images, videos or text to customers upon connection and set different advertisements to run at different days and different times
- Gain returning customers by sharing manual coupons: Select people or devices that you would like to get coupons next time they login
- Build loyalty by giving auto-generated coupons:
  - Birthday option: Deal coupon automatically on user's birthday
  - Frequent customer option: Deal coupon automatically upon user's X<sup>th</sup> visit
  - New customer option: Deal coupon to a user automatically that gets connected to Wi-Fi for the first time
  - All winners option: Deal coupon to all users automatically
- Create traffic to your website: By redirecting the users to your website you are creating traffic to your page
- Allow your customers to connect with their social accounts: Spare the hustle of constantly giving the Wi-Fi password; users have a list of other options for logging in such as Facebook and Google

- Get to know your customers: Learn your customers and their habits from provided usage analytics and demographics
- Customize the platform to suit your needs: Simple and customizable 3-steps flow for users  
 STEP1: Upon connection with Wi-Fi a full screen advertisement or coupon pops up  
 STEP2: User has to login to gain internet access  
 STEP3: On successful login the user is redirected to a preferred webpage
- Enhance your network to satisfy your customers' needs: With features such as Wi-Fi optimization and roaming your customers get more reliable Wi-Fi
- Generate revenue: By allowing 3rd party advertisements in Wi-Fi you will be able to create a source of income
- Enable your customers to express their degree of satisfaction: Users are given the opportunity to rate your business
- Inform your customers about upcoming events: Users are able to browse the business's events
- No need to change your current equipment or internet service provider





# WEB DASHBOARD

- Access via web:  
Login to administration dashboard can be done using username/password via desktop computers or mobile devices

- Create company model with branches:  
Each company can be configured to have more than one branch (physical location) so as to view aggregated analytics per branch or per company (all branches). This way each branch can also have its own dedicated configuration or simply inherit it from company

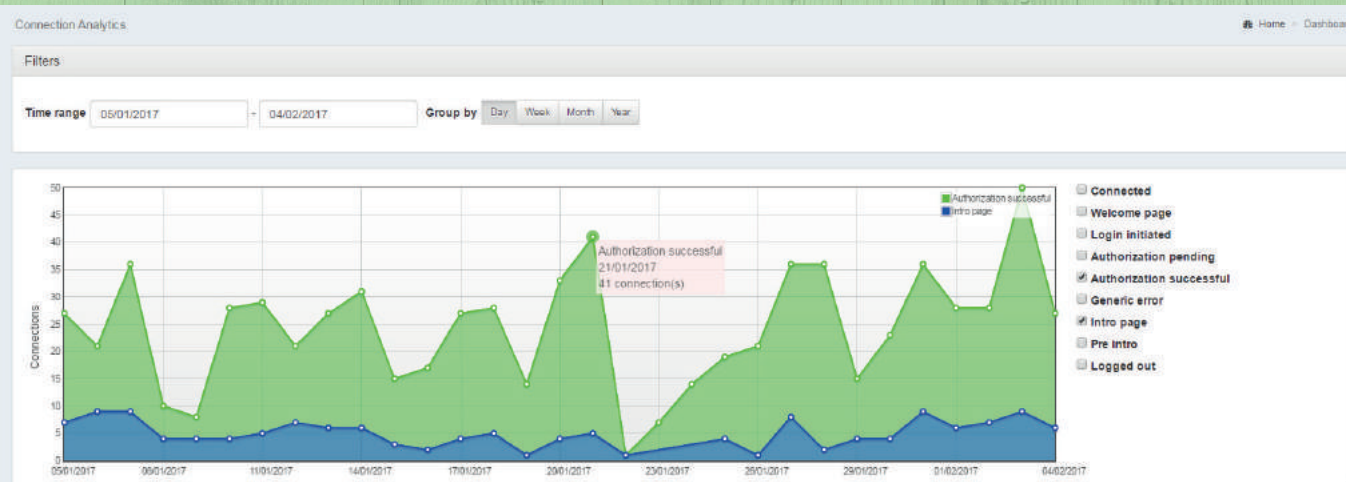
- View customers:  
All customers that connected to Wi-Fi at least once can be viewed with their personal information. For each customer we try to collect various information such as First Name, Middle Name, Last Name, Profile Picture, Gender, Date of Birth, Location, Email, Number of Connections, First Seen, Last Seen, Social Profiles and Rating





# WEB DASHBOARD (CONT.)

- Setup advertisements manager: Setup the advertisements which will be delivered to the users before they gain access to the internet
- Setup coupons manager: Select what kind of coupons you would like to be delivered to the users and at which occasions, send informative emails and redeem coupons
- Configure the platform: Customize the 3-steps flow to suit your needs
- Set blacklist: Disable the ability from a person or a device to connect to the internet
- Export data: Get a list with all the collected emails and information
- Reports: Get monthly statistics of Wi-Fi usage
- View devices: All devices that connected to Wi-Fi at least once can be viewed with their respective information. For each device we try to collect various information such as MAC Address, Category, Brand, Model, Device Name, Operating System, Network Card, Number of Connections, First Seen and Last Seen
- View aggregated analytics: Aggregated analytics can be viewed per branch or per company such as gender pie chart, age pie chart, device category pie chart, connections graphical chart, average ratings, number of connections and number of likes



## Dashboard

JoinMyWifi Branch 1 ionas

### Person Profile

Home > Dashboard

**Ionas Iona**

**Gender:** m  
**Date Of Birth:** 1983-06-15  
**Location:** Nicosia, Cyprus  
**Email:** ionas.iona@gmail.com  
**Number of connections:** 267  
**Number of unsuccessful connections:** 0  
**First seen:** 2016-10-14 17:51:49  
**Last seen:** 2017-02-03 15:25:21

### Social Profiles

f g w

JoinMyWifi

## Advertisement

Home > Dashboard

### Current Advertisement

### Advertisement Link

<http://www.joinmywifi.com/index.php/carreers>

### Filename

hiring.jpg

### Title

Hiring

### Upload Image

Drag & drop

Recommended dimensions: 1920x1080 pixels.  
Recommended size: less than 500 KB

Update



# NETWORK ENHANCEMENTS

- Wi-Fi optimization: Proper Wi-Fi configuration using latest best practices to minimize radio signal conflicts with site survey
- Wi-Fi seamless roaming: One Wi-Fi name (SSID) for all users no matter how many deployed access points you have. This ensures that a user’s device is kept connected to the network without breaking the connection while the user is on the move
- Firewall: Security from malicious attacks
- Compatibility: Ensure backward compatibility with older Wi-Fi protocols
- Multiple SSIDs: Different Wi-Fi names in case you need different access level of authorization in the network (e.g. different SSID for users and employees)
- Traffic control: Dynamic allocation of available bandwidth to active users. Everyone gets the same share of bandwidth without the capability for a user to monopolize the use of internet
- Filtering: Forbid users from accessing specific websites



# 3-STEPS CUSTOMIZABLE FLOW

Users are required to pass from specific pages before they get access to the internet via Wi-Fi JoinMyWifi has a simple and highly customizable 3-steps flow Upon connection with Wi-Fi the browser pops up showing the configured step Once the last step is loaded in browser the user is then able to access the internet		
STEP 1 (Intro options)	STEP 2 (Login options)	STEP 3 (Redirection options)
Bypass intro	Bypass login	Redirection to informational page
Multiple advertisements	Staff login	Redirection according to intro page
Coupons	Facebook login	Redirection to preferred webpage
Videos	Google login	
Mobile app links	JoinMyWifi login	
Polls	JoinMyWifi registration (email login)	
Competitions	Mobile number login	
	Password login (general)	
	Credentials login (username/password)	
	Payable login	
	Proceed login page	

**Keep me logged in**  
If a user logs in via Facebook, Google, JoinMyWifi etc., the 2nd step will always be bypassed for future logins at every business with “Keep me logged in” feature enabled

**My account**  
While a user has internet, by visiting the website i.com or myaccount.com they will be redirected to the JoinMyWifi informational page where they can view the remaining connection time, change their profile information, logout and generally access all JoinMyWifi services (e.g. available coupons)

**Captive portal engaging**  
Captive portal pops up automatically each time a user is connected to the Wi-Fi





**What separates us  
from competitors**

- Simple and highly customizable 3-steps flow
- Tree structure of company and branches with inheritance
- Multiple simultaneous advertisements
- Automated and manual discount coupons
- Web dashboard for analytics, customer information and customization
- Works perfectly with Android/Apple/Windows devices
- Facebook/Google etc. not accessible before authentication
- Not intrusive to private life (No mandatory likes/check-ins)
- “Keep me logged in” feature
- Browser always pops up when device supports it
- Monetization through 3rd party advertisements
- Customer rating and feedback via Wi-Fi
- Contact management via Wi-Fi
- Social interaction between Wi-Fi users (Chatting)
- Scalable solution
- Centralized hotspot with cloud management
- Access point agnostic solution
- Unlimited connected clients
- End-to-end security (HTTPS)
- Network enhancements





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