



Free Wireless HotSpots

Front Porch's Subscriber Communications Platform offers HotSpot network operators the ability to add revenue generating advertising capabilities to their networks. HotSpot network operators can now use their network as a cost-effective online marketing and advertising tool to promote local businesses, increase foot traffic, generate new revenue streams and help offset Internet access costs.

Front Porch's Online Advertising allows HotSpot network operators to deliver online promotions directly to users' browsers. Advertising can be delivered on login, on a time interval or when users visit specific websites. Content can be delivered as interstitials, pop-ups, pop-unders or redirects allowing advertisers to choose the most effective method for a specific campaign. Front Porch's Captive Portal and Subscriber Redirection features allow HotSpot network operators to require Terms of Service acceptance and to start users' sessions on a designated web page or portal.

Front Porch's centralized administration system allows HotSpot network operators to manage a large number of distributed HotSpot sites through a single web-based interface. The scalable technology allows HotSpot network operators to easily manage and monitor thousands of individual sites and schedule messages and promotions to individual or groups of sites. The system offers sophisticated targeting capabilities to ensure that content is relevant to users.

Front Porch's server-side solution does not require web cookies, personally identifiable information, or client-side software downloads. This allows operators to deliver advertising to subscribers anytime they are surfing the Internet, independent of sites visited, the users' operating systems or browser types.

Front Porch has helped Internet Service Providers around the world increase revenue, reduce customer service costs and improve communications with subscribers. Front Porch's technology was used to promote online sales of Olympic event tickets and other products at Internet cafes during the Athens Summer games. Front Porch's solutions are currently deployed by free and ad-supported HotSpots in the United States, the United Kingdom and France.

free-hotspot.com Network Launch

Situation: Free-hotspot.com, the world's first free HotSpot directory and online advertising network dedicated solely to advancing free Wi-Fi use worldwide, wanted to launch the largest network of free HotSpots in Europe.

Desired Results: The solution had to be simple to install and scalable. Free-hotspot.com's business model required inexpensive hardware and ease of use for network administration and ad scheduling.

Free-hotspot.com wanted to deliver targeted advertisements to HotSpot users on login and at 15 minute intervals to generate revenue for advertisers and HotSpot owners. They also wanted to enforce acceptance of their Terms of Service and have all users start on their portal.

Front Porch's Unique Solution: Front Porch extended its Subscriber Communications Platform to the wireless HotSpot environment by making its proprietary software deployable on inexpensive hardware, allowing free-hotspot.com to quickly and inexpensively roll-out their new network.

Free-hotspot.com users must accept a Terms of Service prior to being able to surf the Internet. Upon login, users are redirected to free-hotspot.com's content portal. Users receive scheduled advertisements at login and at a timed interval. Free-hotspot.com also schedules advertisements to be served to users viewing specific web sites, allowing the firm to target messages to users' interests.

The distributed network of sites is centrally managed through a web-based user interface that allows free-hotspot.com to monitor the status of field equipment and quickly and easily schedule messages to individual or groups of sites.

"Front Porch delivered!"

Dan Toomey, CEO of free-hotspot.com

Results: Free-hotspot.com's European launch at AdTech '05 was a huge success, meeting network launch goals on time and under budget. Inquiries for new deployments of ad-supported free HotSpots by business owners and interest from advertisers wanting to advertise on free-hotspot.com's network of sites have exceeded free-hotspot.com's expectations. "Front Porch delivered!" said Dan Toomey, CEO of free-hotspot.com. "Only Front Porch had the capabilities to meet our business demands, and only Front Porch had reliable and readily available technology to help roll out our network of ad supported free HotSpots in Europe."

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About free-hotspot.com

Free-hotspot.com is installing a network of free Wi-Fi HotSpots in restaurants, cafés, pubs, hotels and other public locations in Europe. The firm provides the necessary hardware at no cost to the HotSpot venue. The service is funded through local, national and multi-national advertisers and agencies. These agencies use online marketing programs to reach Wi-Fi users through free-hotspot.com's 'HotSpot' channel as well as its online 'Portal' advertising channel. To promote the use of free global Wi-Fi, free-hotspot.com has launched an online directory of 6,000 free HotSpots throughout the world.

Free-hotspot.com is located in Dublin and is a subsidiary of Anacapa Holdings Ltd, an international online marketing company.

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