

Your own banners, targeted based on who and where users are and what they've viewed

Key Wishfi MediaSpace Features

- Inserted consistently in web pages sent to your user's browsers
- Persistent user access to your messages and services
- Browser independent, pop-up blocker resistant
- Stickier than user home pages to ensure content delivery
- Opened via mouse roll-over or watermark
- Can be locked in place or made user closeable

WishFi MediaSpace Value Add:

- Branding
- Revenue Generation
- Communication
- Convenience

Keep a Window Always Open to Your Network Users

Overview

D-Link's Wishfi Service allows any entity providing network access to reach all users of the network with targeted messages and services through a browser-independent window. Whether your goal is branding, revenue generation, user convenience, or better communication, you can reach out to anyone that's on your network – no matter what browser they're using. Let D-Link help you integrate one of the most powerful and dynamic network technologies available. D-Link will first help define your Wishfi service requirements, then deliver an optimal Wishfi environment to meet those requirements.

Dynamic Content

The Wishfi MediaSpace displays whatever messages and functionality the network access provider chooses. Advertisement, menus, forms, click-through to full pages and two-way communication applications can be delivered via web content or ad servers. Content is variable by user group, VLAN, or other logical grouping. An optional content-aware capability further allows matching what's delivered with what's been viewed. This powerful capability enables a very precise match of pertinent or sponsored information to the interests of the user.

Wide Range of Uses

Wishfi's unique capability satisfies a wide range of needs based on your unique requirements. Users are still discovering new and innovative use cases.

Universal Applications. Enterprise networks and all network access providers will enjoy the following common set of benefits:

Two-way messaging with network administrators - for support related issues, network status, or password resets

Persistent access - to common applications, support, HR and other organizational content without need to navigate to the appropriate URL

Content differentiation - for example, regular class of users versus visitors accessing a WLAN portal

Messaging and internal communication by VLAN or network segment

Managed organizational presence and activity logging for home office users during business hours

D-Link's Structured Wishfi Methodology

The D-Link Wishfi team employs best-in-class methodology to address your unique operational, tactical and strategic business needs

Interview and Scope

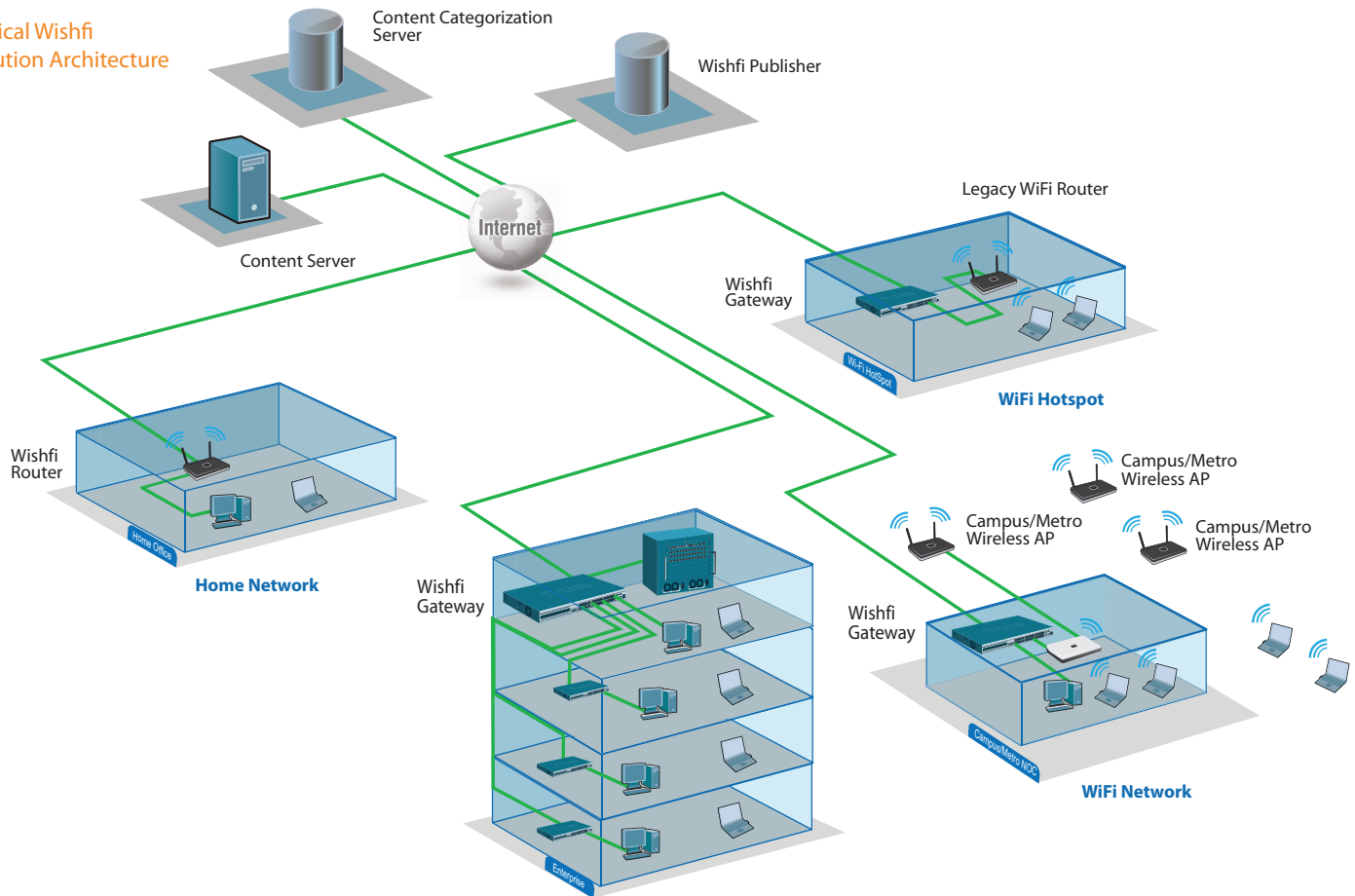
Business and End user requirements are documented following IT and Business Manager interviews

Deployment Plan

An information architecture is defined and a project deployment plan is agreed to that includes:

- Wishfi Gateway Placement in NOC or Premise
- Installation and Configuration of Wishfi enabled hardware
- Templates for web servers
- Availability for remote and wireless users

Typical Wishfi Solution Architecture



Typical Wishfi deployments include: Wishfi servers running in the customer or D-Link's Network Operations Center, a variety of remote web content or advertising servers providing content, WiFi hotspots with targeted services for visitors, and Wishfi-enabled routers or gateways at remote locations (or VPN access to remote sites with legacy routers).

Government.

Government users enjoy the universal benefits plus:

- Different services and content for employees and non-employees
- Content based on location (library, city hall, recreation facility, district)
- Metro-area WiFi augmented with two-way constituent communication

Hospitality and Hotspots. Any hospitality organization making due with short-lived exposure to its network access home page following login can enjoy persistent branding and presence. Network access service that once generated revenue but now must be provided free to maintain competitiveness can:

- Promote value-added services such as spas, shops, recreation, etc.
- Generate revenue through paid promotion of services pertinent to the viewer
- Provide access to information about the property

Loyalty Programs. Perhaps as part of a membership bonus of 802.11n WiFi capability, loyalty programs can:

- Stay top-of-mind with branding, preferential offers and services
- Provide scrolling stock price display or other information pertinent to program membership

Education. K-12 schools and institutes of higher learning can extend educational services to students and faculties whether they are on campus or remote including:

- Consistent value-add environment on campus or at home
- Content screening
- Different access privileges and content for faculty and students
- Persistent but controlled access to institution's social network, learning content and other educational services