

Cafe Solution

Everything you need to know about offering a
Wireless Hot Spot in your Cafe



What is a Hot Spot?

A “Hot Spot” refers to a location that is frequented by the general public that have laptops or handheld devices who have a need for portable high-speed Internet Access.

More and more, the coffee house is becoming the favorite gathering place of the technologically inclined. College students, local area business people, and outside sales representatives use coffee houses as a place to study, hold informal meetings, or simply get a boost during their busy day.

These customers create the demand for mobile, high speed Internet access wherever they travel. Why not offer the service right in your café?



Offering a Hot Spot in your cafe would compliment other value-added services while generating additional revenue for your property.

Why Should You Add a Hot Spot?

Adding a Hot Spot in your Cafe gives you the potential to:

- Generate an additional source of revenue for your property.
- Drive Wi-Fi users to your Cafe through our global provider alliance.
- Add a value-added service that your customers are looking for.
- Gain a competitive advantage over other Cafes.
- Attract and retain new customers!

The market potential possibilities are endless!

How do the Hot Spots work?

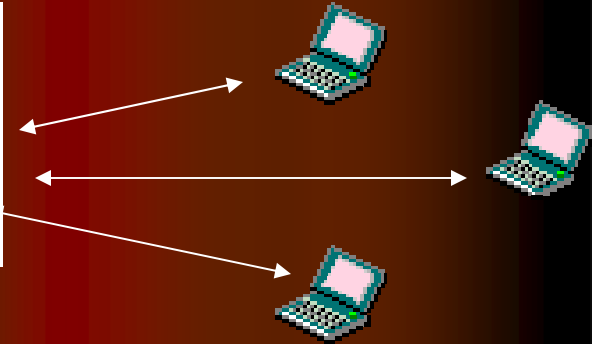
Using a Hot Spot couldn't be easier!

- First the wireless access device is connected to an existing High Speed Internet connection that you provide.
- Next, any of your customers with a Wi-Fi ready computer will sign up for one of our convenient service plans on a portal page that is custom tailored for your cafe.
- Your customer is now wirelessly connected to the Internet anywhere within a 300 foot range of the access device!



How Hot Spots Work

Broadband connection connects directly to the gateway device.



Gateway device transmits high-speed Internet signal wirelessly to end users.

Broadband Connection

Broadband connection connects directly to Ethernet ports which can provide service to wired customers.

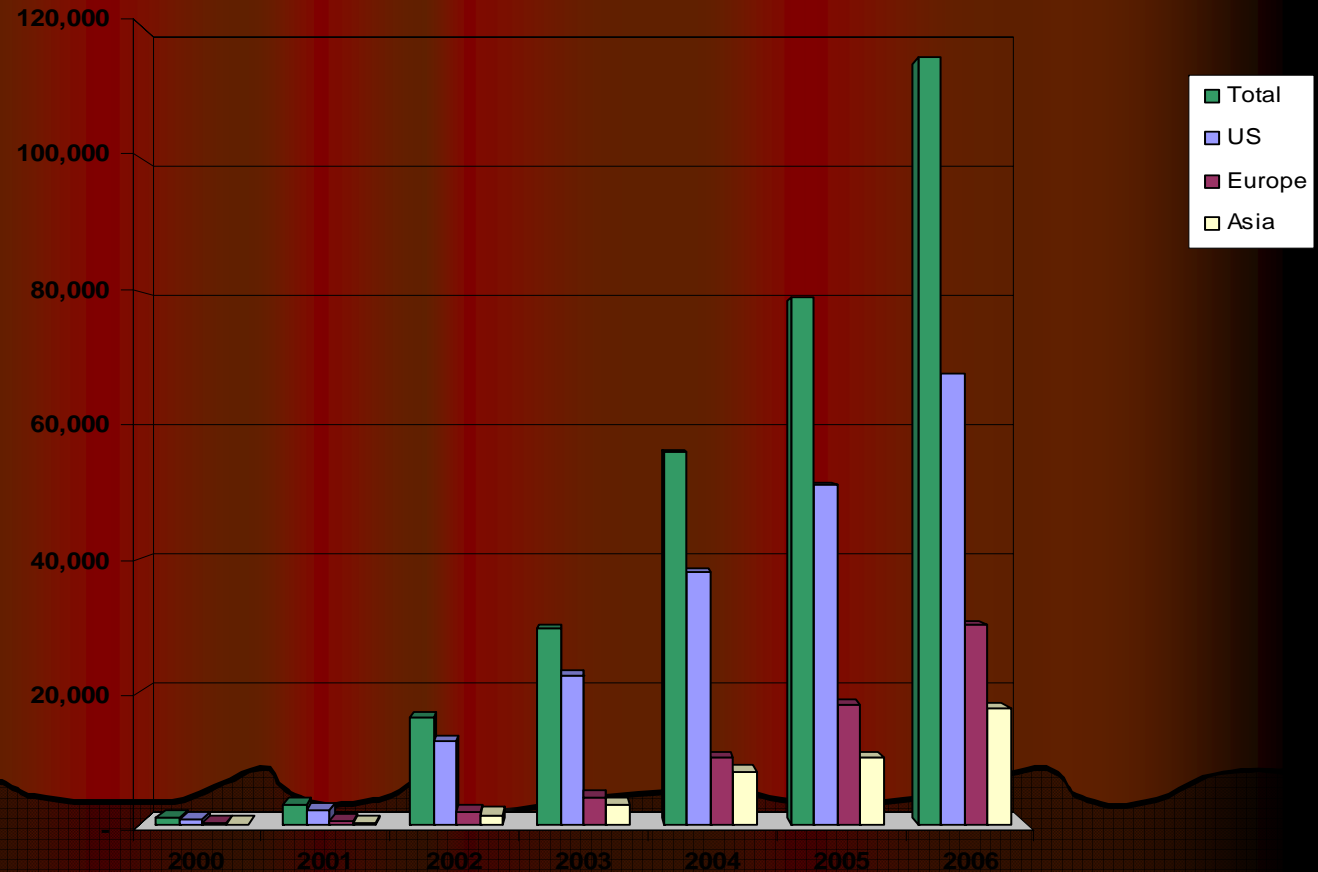


Impact of a Hot Spot on your Cafe:

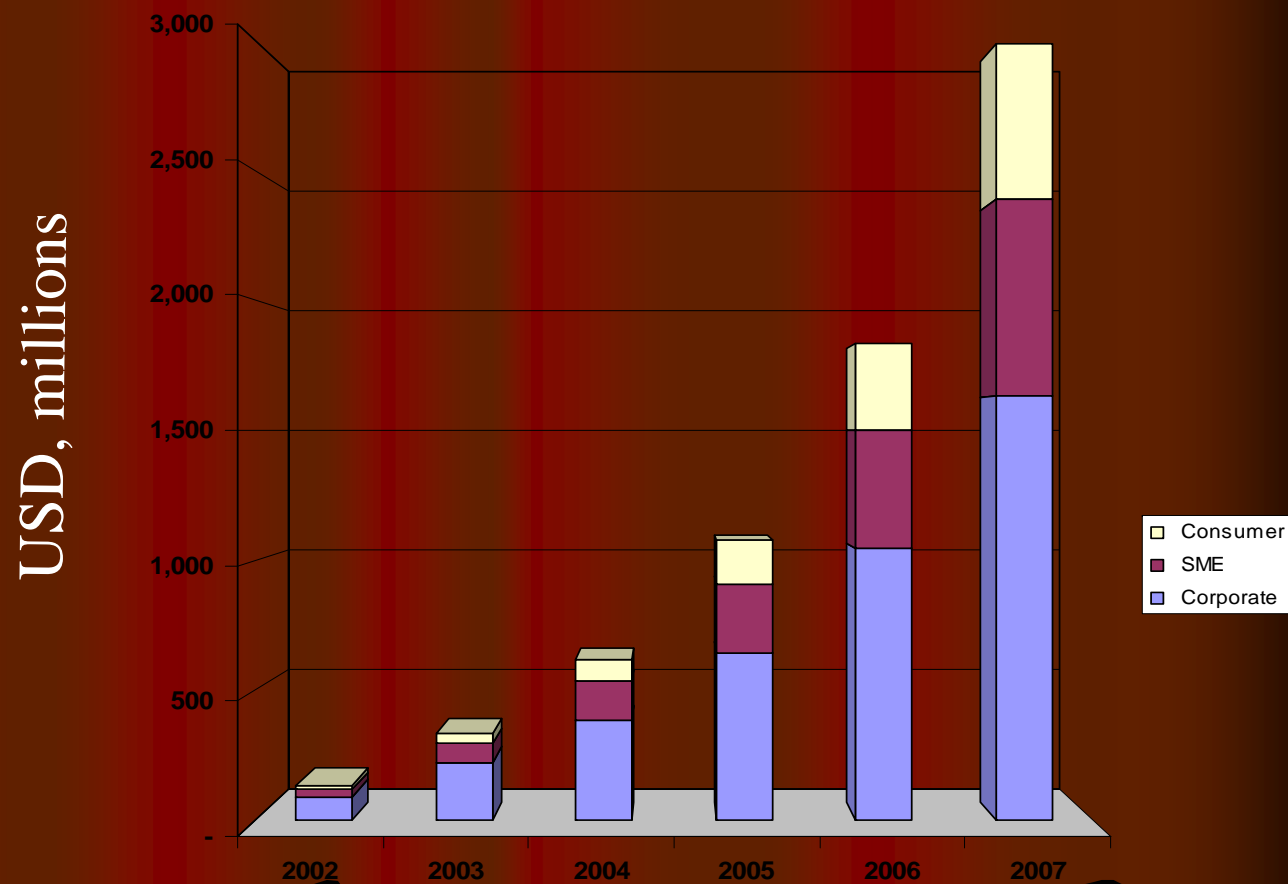
- The Wi-Fi Hot Spot Industry is a new, rapidly growing market.
- You will be breaking into a virtually untapped market, thereby offering a crucial value added service to your cafe before most of the competition!
- This means increased revenues and better customer loyalty.
- Adding a Hot Spot will appeal to your regulars and attract new customers!

Starbucks Chairman Howard Schultz stated that Hot Spots helped contribute to a 10% sales increase in the first half of 2003. (Source: The 802.11 Report)
Would you like a similar effect on your café?

Growth of Public Access WLAN Hotspots 2000-2006 (Source: BWCS)



U.S. Public WLAN Revenue 2002-2007 (Source:Analysis)



Interested in becoming a Hot Spot Venue?

For more information about joining the Hot Spot Revolution, please contact our Sales Department



Whotspot Corp.

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