

Public Access – “The Next Generation Hotspot”

Since the dawn of wireless networking in the late 1990s, telecommunications carriers and selected high-traffic locations such as shopping centres, airports, hotels and convention centres have attempted to draw revenue from WiFi networks by charging the public for internet access.

This strategy has met with limited success, with the public only paying for access when absolutely necessary. This has placed pressure on the commercial hotspot business model and in many case the return on investment has not been achieved.

This doesn't mean the need for WiFi internet access has diminished – if anything, it is on the rise with the rapid deployment of consumer-friendly handheld devices such as the iPhone and BlackBerry.

The opportunity is to capitalize on this demand for internet access by offering free WiFi, but structuring it in a way that will generate real revenue and a corresponding return on investment.



Create a WiFi Visitor Account

Please complete the following form to receive FREE WiFi internet access while you are at BT ShoppingMall.

Visitor Registration	
* First Name:	<input type="text"/>
* Surname:	<input type="text"/>
* Your Gender:	<input type="radio"/> Female <input type="radio"/> Male
* Your Age:	Please select... <input type="text"/>
* Email Address:	<input type="text"/> <small>This will become your username to log into the network.</small>
Mobile Phone:	<input type="text"/> <small>Please enter your mobile phone number (your details will be sent via SMS).</small>
* Postcode:	<input type="text"/>
* Your Interests:	<input type="checkbox"/> Dining <input type="checkbox"/> Entertainment <input type="checkbox"/> Events <input type="checkbox"/> Family <input type="checkbox"/> Fashion <input type="checkbox"/> Health & Beauty
Opt-In:	<input checked="" type="checkbox"/> I would like to receive more information via email about BT ShoppingMall <input checked="" type="checkbox"/> I would like to receive more information via SMS about BT ShoppingMall promotions & store discounts
* Confirm:	<input type="checkbox"/> I have read and accept the Terms of Use
<input type="button" value="Register"/>	

* required field

Instead of trying to extract money from the WiFi users, the **next generation hotspot** will collect demographic information on registration and then deliver targeted and relevant content to users during their WiFi session.

The amigopod Advertising Services framework allows fully branded surveys to be presented to users for demographic or preference collection. Then, using the inbuilt business intelligence engine, targeted information or adverts can be delivered to the WiFi users via the amigopod Campaign Manager.

amigopod Advertising Services

Monetizing your air space becomes a reality when combining traditional WiFi networks with the amigopod Advertising Services technology.

Shopping centers can generate real revenue by running marketing campaigns for their tenants across the free WiFi portal pages. There is no more immediate advertising method for retailers than reaching out to consumers whilst they are in the shopping centre.

```
Welcome to High Street
--
WiFi Login Details:
Username: jon@acme.es
Password: 86010438
--
JB HiFi: 10% off all iTunes Cards, Limited Time Only
```

Once a WiFi user has registered, SMS can be used to deliver a welcome message along with providing another vehicle for revenue generation by allowing a retailer to promote a current sale offer as part of the message.

Advanced Marketing Made Easy

Convention centers are another example of a heavily trafficked location that can monetize a WiFi solution through advanced marketing. By extending their traditional Platinum, Gold, Silver sponsorship programs to include sponsor-branded messaging on the Free WiFi portal pages, the conference organizer will have the chance to increase sponsorship revenues.

The amigopod’s **weighted promotions** are a perfect fit for these tiered sponsorship models, offering more delivered impressions to the highest paying sponsor.

* Type: Select the type of content.

Weighted Content
These options control weighting the content of the promotion.

Content	Weighting
<input type="text" value="JB HiFi Adverts"/>	<input type="text" value="4"/>
<input type="text" value="Coffee Club Adverts"/>	<input type="text" value="2"/>
<input type="text" value="Muffin Break Adverts"/>	<input type="text" value="1.0"/>

* Content Items: Select the content to deliver using a weighted priority.

The collection of customer data and preferences is a valuable asset in many customer environments and the amigopod solution supports the export of this data to external CRM systems for “opt-in” marketing communications.

This technology is equally applicable to other public space environments such as:

- City Malls
- Airports
- Events & Festivals
- Hotels
- Sporting Stadiums
- Retails Chain stores



Any location that attracts high foot traffic has an incredible opportunity to benefit from the increasing digital advertising budgets of today’s household name and corporate brands.

Speak to your amigopod partner today about generating real income from your wireless deployments with amigopod’s Next Generation Hotspot.

Contacting amigopod

United States of America
 +1 (888) 590-0882

Europe, Middle East & Asia
 +34 91 766 57 22

Australia & Pacific
 +61 2 8669 1140

info@amigopod.com

<http://www.amigopod.com>

