



Wireless HotSpots & Internet Access Controllers

A range of commercial grade wireless hotspot solutions suitable for almost any deployment

arinda.com.au

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What is a Wireless HotSpot?

A wireless hotspot is a device that lets you provide internet access to customers who have a laptop, iPhone, iPod, PSP, certain mobile phones, or other WiFi enabled devices. A hotspot is similar to a standard wireless router you might find in the average home, only it has a much more powerful wireless transmitter, and it has an in-built accounting and billing system that allows you to restrict customer access and charge customers for their usage. A wireless hotspot is also referred to as wireless internet, or more generally as wifi.

Demand for high speed Internet access in locations outside the home or office is growing rapidly, creating a fresh opportunity for those who can meet this demand.

How does it work?

A wireless hotspot plugs into your modem with a network cable, and then shares this internet connection amongst your customers who connect via the wireless signal. The hotspot transmits a wireless signal, which you can name to identify your signal from other local signals. A typical basic wireless hotspot has a signal range of about 30 metres indoors. To extend the range beyond 30m requires the use of a more power hotspot, or of additional antenna, access points or repeaters. Arinda can help you determine the exact equipment your site will require.

You can choose to have customers pay you in cash, for which you issue them with an access code on a ticket, or you can configure the system to automatically accept credit cards online, so that the HotSpot is working for you 24/7 without any need for manual cash handling or staff involvement.

The customer simply opens their laptop and connects to your wireless signal. When they try and surf the internet they will be automatically redirected to a logon page. If you accept credit card then customer can purchase time online, and they will be issued with an access code or username. Customers that have a ticket can simply logon using the unique code on the ticket. If they use all of their time or download limits then the system will automatically log them off.

turn your current internet expense into a handsome internet profit



Where are wireless hotspots used?

HotSpots are often found in internet cafes, hotels, restaurants, train stations, airports, libraries, coffee shops, bookstores, department stores, supermarkets and other public places. Many universities and schools also have wireless networks in their grounds.

Who uses wireless Internet?

Wireless Internet access is in high demand by backpackers, travellers, families, students, and business people on the move who rely on the Internet as a vital line of communication and entertainment. Increasing people need readily available access to the internet when away from the home or office.

What equipment do I need?

For venues that already have a broadband internet connection, offering wireless access is as simple as purchasing one of our wireless hotspot devices. Our devices come in both indoor and outdoor models, in several variants depending on the signal strength you require. Some sites may need multiple hotspots to cover larger areas. With years of experience helping hundreds of clients, Arinda can help you choose the perfect product for your particular site.

Is it easy to setup?

Yes. When you buy a HotSpot from Arinda we configure it for you, and ship it to you ready for immediate operation. All you need to do is plug it in. The hotspot device simply plugs into the power, and also into your modem (using a network cable).

Just add internet

If you already have a broadband internet connection at your site then you can simply setup the Internet Terminal to securely use your existing connection. However, you must check with your current ISP to ensure that they allow you to use your connection on a public internet system such as a hotspot.

If your site does not already have an internet connection then you will need to setup a broadband ADSL internet connection. For a very small and basic site we recommend a connection of at least 512kbs downstream bandwidth, with at least 5GB of monthly downloads. However, most sites will need a much faster connection, and the faster your connection, the more likely customers are to return time and time again, and the higher the price they will be willing to pay.



Signal Range

Wireless signal ranges vary from site to site, depending on factors such as: the presence of other wireless signals, cordless phones, electrical interference, microwaves, bodies of water, construction of surrounding walls & buildings, and even the weather. Indoor deployments with a basic hotspot typically extend 30 metres. Outdoor deployments typically cover 100m, but can transmit up to a few kilometres when correctly installed with the best antennas.

Wireless networks can be extended by using additional hotspots, access points or repeaters. We normally recommend you run network cable to each additional access point rather than using repeaters, as repeaters can dramatically reduce speeds and can lead to bottlenecks.

Arinda can help you identify what wireless equipment you will need for your specific site.

Surf Easy HotSpot Features

All Surf Easy wireless hotspots have everything you need for a true commercial-grade wireless internet system. You can set download limits and time limits. You can generate your own access codes/tickets, or you can buy pre-printed tickets branded with your business logo. You can also choose to accept online credit card payments (requires the optional merchant service). Plus you can link multiple devices or sites so that users can have a single account at all your locations.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Set download limits | <input checked="" type="checkbox"/> Set time limits |
| <input checked="" type="checkbox"/> Full control over pricing & plans | <input checked="" type="checkbox"/> Rebranded to your business |
| <input checked="" type="checkbox"/> Emails tax receipts & invoices | <input checked="" type="checkbox"/> Access logs for tracking usage |
| <input checked="" type="checkbox"/> Link multiple locations | <input checked="" type="checkbox"/> Superior signal strength |
| <input checked="" type="checkbox"/> Allow users to roam | <input checked="" type="checkbox"/> Optional credit card billing |
| <input checked="" type="checkbox"/> Indoor & outdoor models | <input checked="" type="checkbox"/> Usernames or access codes |
| <input checked="" type="checkbox"/> Internet content filtering | <input checked="" type="checkbox"/> Remote management |
| <input checked="" type="checkbox"/> Optional SMS password recovery | <input checked="" type="checkbox"/> Easy to use, easy to manage |

Surf Easy is the easiest hotspot system to deploy, manage and use. Everything has been simplified so you can focus on your business.



Payment Options

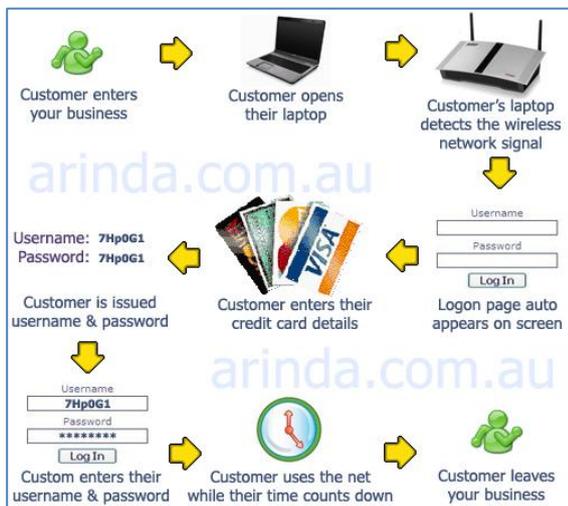
You can set any pricing, time limits and download limits you prefer. All plans can be “time-to-finish” (for example, 1 hour expires exactly one hour from first logon, even if the customer logs off earlier) or “accumulation” (which means that the customer could use 10 minutes today, 20 minutes tomorrow, and the rest the day after).

Basically you have 4 options for collecting payments:

- ❖ **Provide tickets or access codes for free through a staff member**
You can generate the codes yourself using our online portal, or you can buy pre-printed tickets from Arinda. These codes each have a set period of free time, so you know that no user can abuse the system or hog all the internet.
- ❖ **Sell tickets or access codes for cash through a staff member**
You can generate the codes yourself using our online portal, or you can buy pre-printed tickets from Arinda. Each code or ticket can be set for any time or download limit, and you can sell them for any price.
- ❖ **Sell access by automatic online credit card processing**
The card card system is fully automated, meaning that your customers and users could buy access 24/7, without needing staff. This maximises your returns, and reduces your overheads. To accept credit cards you will need a merchant service (see below).
- ❖ **Sell access at a coin-operated Surf Easy payment station**
You can use a self-serve payment terminal so that users can buy time for cash without needing any staff. The payment terminal can accept coins or notes, and can issue tickets. You will need to purchase the payment terminal separately from Arinda.

If you choose to manually issue tickets you have the choice of creating your own tickets (through our online portal), or you can buy pre-printed tickets which have your business name and logo already printed on them.

You can use access codes, which are randomly generated, or you can use usernames and passwords, which can be randomly generated or which can be chosen by the user.



Credit Card Billing Service

To accept credit card payments online you will need a merchant service. If you already have a merchant facility with your bank then all you need is a SecurePay account (please see www.securepay.com.au for more information).

Alternatively, you can use the Surf Easy Merchant Service, and we will handle all the credit card processing for you. The Surf Easy Merchant Service has an annual fee of \$120, and there are also transaction fees of 85 cents plus 3.25% of the transaction value. All funds are received into our merchant account, and we then settle these into your bank account by direct deposit after the end of each month and provide you with a statement for the month. For more information please visit our website.



Central Access Service (CAS)

The Surf Easy Central Access Service, or CAS, is the accounting and billing engine that process all the customer payments and tracks usage. The CAS system also works to link hotspots and Surf Easy internet cafe terminals, meaning that your customers can use their own laptop and your internet cafe terminals with a single account, at any of your stores or locations.

The CAS service includes features such as automatic generation of email tax receipts/invoices for online payments, user password recovery, portal access & management, access to generate your own codes or usernames and passwords, user management, and much more.

The CAS service is subscription based, and you will need one CAS subscription for each hotspot you operate. CAS subscriptions start from \$120 per annum and go up depending on how busy your internet hotspot will be.



Hotspots, Broadband ISP, Web Hosting - Windows Internet Explorer
 accesslog.asp

Jeans HotSpot | A1 Gloria Jeans Modem | A1 Mentone Modem | Ambience - Gateway | Ambience DSLAMI | Ambience DSLAM2 | Ambience HotSpot | Ambience iBoot | Ambience iCafes... X

Access Log

All times shown are Sydney Australia times (AEST).
 The most recent events are at the top.

Download traffic is only recorded for wireless users, not Surf Easy terminals.

Access log data is only kept for 90 days.

Find User: All my sites

August

Date	Event	User Details	Location	Time Balance	Traffic Balance
19/08/2009 04:26 188542	LOGON	DARC	Bay Of Palms	2 w 3 d 13 hr 25 min remain	5 GB remain
19/08/2009 01:07 188528	LOGOFF Lost-Service	WZOWPC	Warringa Surf	27 min used Finishes 17/09/2009 15:37	3 MB used 10 GB remain
19/08/2009 00:40 188519	LOGON	WZOWPC	Warringa Surf	4 w 1 d 14 hr 57 min remain	10 GB remain
19/08/2009 00:32 188515	LOGOFF Lost-Service	DAVJIA	Warringa Surf	2 hr 43 min used Finishes 23/08/2009 21:49	85 MB used 3 GB remain
18/08/2009 23:29 188484	LOGOFF Lost-Service	DARC	Bay Of Palms	4 hr 42 min used Finishes 05/09/2009 17:51	181 MB used 5 GB remain
18/08/2009 23:26 188474	LOGOFF Lost-Service	DRAVERTY	Ambience	5 min used Finishes 12/09/2009 10:16	10 MB used 37 GB remain
18/08/2009 23:21 188461	LOGON	DRAVERTY	Ambience	3 w 3 d 10 hr 55 min remain	37 GB remain
18/08/2009 23:13 188449	LOGOFF Lost-Service	SASHHILJE	Southport Tourist Park	14 min used Finishes 20/08/2009 20:25	2 MB used 2 GB remain
18/08/2009 22:59	LOGON	SASHHILJE no-wireless	Southport Tourist Park	1 d 21 hr 26 min remain	2 GB remain

Internet | Protected

Central Access Service Web Portal – Access Log

Hotspots, Broadband ISP, Web Hosting - Windows Internet Explorer
 portal/accesslog_sum.asp

A1 Gloria Jeans HotSpot | A1 Gloria Jeans Modem | A1 Mentone Modem | Ambience - Gateway | Ambience DSLAMI | Ambience DSLAM2 | Ambience HotSpot | Ambience iBoot | Ambience iCafes... X

Usage & Access Summary

Traffic is only recorded for wireless users, not Surf Easy terminals.

Access log data is kept for 90 days.

August

Site	Total Sessions	Total Time Used (hours)	Average Session Time (hours)	Total Downloads (GB)	Average Session Downloads (MB)
Ambience	369	699	1.89	10.8	29.97
Artesian Spa	1	0	0	0	0
Bay Of Palms	103	192	1.86	5.78	57.48
Bayview Beach	34	58	1.71	0.58	17.62
Clan Lakeside Lodge	33	37	1.12	1.22	37.85
Dunleith Tourist Park	3	1	0.33	0.01	3.67
Emerald Sands	136	520	3.82	10.26	77.26
Internet Here at Varsity Lakes	2	0	0	0	0
Main Beach Tourist Park	1	0	0	0	0
Manly Harbour Backpackers	6	3	0.5	0.16	28
Silverton Apartments	16	0	0	0	0
Southport Tourist Park	20	9	0.45	0.09	4.75
Spindrift Resort	71	145	2.04	1.04	14.94
Terrigal Sails	20	53	2.65	0.31	15.85
Warringa Surf	101	188	1.86	3.01	30.53
Windsurfer	297	610	2.05	10.44	36.01
TOTALS	1213	2515	2.07	43.72 GB	36.9 MB

Internet | Protected

Central Access Service Web Portal – Site Summary

Custom Wireless HotSpots

In addition to our standard models, we can also build custom wireless hotspots to specifically suit your deployment.

For example, we can build hotspot units that have up to 4 wireless cards in the one unit, meaning that you can have 4 independent wireless networks. This is handy if you want to run multiple hotspots, or operate private wireless networks in addition to the hotspot signals.

We can also build hotspot devices with multiple LAN ports, should you wish to offer internet billing through network ports using a network cable.

We also have a range of directional and omni-directional antennas for both indoor and outdoor use.

Simply let us know your requirements and we can build a hotspot to suit.

Configuration & Settings

When you order your Surf Easy Wireless HotSpot we will send you a short form asking you how you would like your wireless hotspot to operate. Based on your answers and input we will fully configure your wireless hotspot device ready for you prior to shipping. Then when you receive your device it will be ready for immediate operation. You can also change your settings at any time using the online portal.

Support

All new clients who purchase a Surf Easy Wireless HotSpot or Internet Access Controller receive 2 hours free on-call support during business hours.

You can also choose to purchase 1 year on-call support plans for business hours (Monday to Friday, 9 am to 5pm), or after-hours (8am to 8pm, 7 days).

For more information on our support plans please visit our website.

Contact Us

For more information, or to place your order, please contact Arinda Internet, or visit our website.

