



# Surf Easy

## Internet Cafe Software

Our award-winning Surf Easy internet cafe software and wireless billing solutions provide the market with mechanisms for every type of pay-per-use internet access – from traditional internet cafes, gaming cafes, and kiosks, through to in-room systems, internet access controllers and wireless hotspots.

A market leading platform, customisable to your needs,  
built by the industry experts,  
delivering the best returns for your business.

[arinda.com.au](http://arinda.com.au)

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## Overview

No matter how you run your internet cafe, gaming cafe, or internet kiosk – whether it be coin or note operated, standalone or networked, attended or unattended, manual or self-serve – our Surf Easy software can be configured to run the way you want.

Surf Easy is an easy to use, highly powerful, and very reliable, cyber-cafe software platform which provides full billing and accounting, reporting, and security control in a highly customisable package.

**“Our goal with Surf Easy is to enhance the user experience, and maximise returns for operators. Surf Easy is designed to give users a system they are already familiar with – one that allows them to do everything they want to do – while also automating the management & reporting, and minimising ongoing support and maintenance.”**

**– Arinda Internet**

Our Surf Easy software offers a highly-configurable platform, which can work via any combination of coins, notes, credit card, pre-paid cards, credit codes, or user accounts. The software can be configured for manual or automatic payment processing, in a managed or unmanaged (self-serve) environment.

The philosophy behind our products is to provide users with a system that they are already familiar with, and on which they can do as much as they like, while also protecting personal information and minimising ongoing system maintenance. To achieve this, we use a standard Windows Desktop and a combination of security measures which results in the user being able to download and install any software they like during their user session, but which is fully erased and reset when the terminal reboots.

Arinda first developed its Surf Easy Internet cafe software in 2002, and since then has produced a whole suite of software to provide the most user-friendly, feature-rich, robust, and secure internet cafe software available in the market. More recently we have also developed custom solutions tailored to specific client's needs for training systems and touch-screen information systems.

Our award-winning Surf Easy software titles can run anything from a single coin-operated terminal right through to a large self-service gaming cafe. Our software can automate internet cafe management to the point where even large internet cafes can be left to run through a self-serve system that does not require staff or supervision, and which can be managed remotely over the internet from anywhere in the world.





# Editions

There are two key editions of Surf Easy, each specifically built for a different purpose.

## Surf Easy Desktop Edition

This is the primary Surf Easy product. Surf Easy Desktop Edition is the user terminal software for internet cafes, gaming cafes and internet kiosks. It handles all the user access and security restrictions of your user terminals. If you are running standalone terminals or internet kiosks then this one edition is all you need. This software can run 24/7, with or without staff involvement. It is compatible with our coin acceptors, note acceptors, tickets, access codes and user accounts. However you accept payment, you need to have Surf Easy Desktop Edition on your user terminals.



## Surf Easy Self-Serve Edition

Surf Easy Self-Serve Edition is the software you need to run a self-serve payment station. The software can automatically accept and process customer payments (coins, notes or credit card) and issue the customer with an access code or username and password. This software is ideal for multi-terminal internet cafes that want a single automated point of payment. This software is designed to run 24/7 without staff involvement.



# Features



## Compatibility

### Standard PC

The software will work on a standard PC. A minimum of a Pentium 4 with 512MB of RAM is recommended.

### Touch Screen Compatible

Our software will work with almost all models of touch screen, thus allowing you the option to operate without a mouse.

### Windows 7, XP, or Vista

The software can run on Windows 7, Windows XP, or Windows Vista.

## Installation and Setup

### Installation Utility

The included Installation Utility steps you through the installation of the software and guides you on additional measures you can take to maximise security and increase the user experience.



### Setup Wizard

The included Setup Wizard helps you quickly setup the software by asking a series of questions in plain English.

### Import and Export Settings

You can quickly import and export settings between terminals, or even simply to keep a backup of your configuration. This is very handy if you want to quickly share your settings with another site that is some distance away.

**Simplify your internet access system and add new functionality, to enhance the user experience, and reduce the management overhead**

## Administration

### Administration Screen

The software has a detailed Admin Screen with hundreds of options that allow you to control the operation of both the software and Windows. The Admin Screen is both keyword and password protected for maximum security.

### Service Screen

The software also has a Service Screen with basic limited administrative functions. This screen is also keyword and password protected. You can give access to this screen to staff members so that they can perform the most common tasks, but so that they don't have full access to all of the settings and configuration options.

### Online Portal

Every client who purchases a Surf Easy product gets access to our online web portal. The web portal allows you to review the access logs for your systems, which show every user logon and logoff. You can also manage your terminals, generate user accounts and access codes, and review credit card payments made by your customers.

## Automation

### Auto-Recovery

The software has a small recovery application that constantly monitors the status of the software and system. If it detects that the Surf Easy software has crashed or has stopped responding then it will automatically reboot the computer. You can even set the software to automatically re-issue the user with any time they had left when the crash occurred.

### Auto-Logon

Surf Easy will automatically log into your chosen Windows User Account on reboot.

### Inactivity Time-Out

You can set the software to automatically reset the terminal if the user is inactive and does not respond in a prescribed number of minutes. This feature will automatically end a user session if the user walks away from a terminal without properly logging off.

### Scheduled Reboots

The software can be set to automatically reboot the terminal at your preferred interval. The software will not reboot when the terminal is in use. These reboots help keep the system "fresh" for users.

### Scheduled Shutdown

You can schedule a time for the terminal to shutdown each day. The shutdown will only occur if the terminal is not being used.

## Remote Access & Management

### Remote Management & Reporting

Our Members Web-Portal allows you to review information on your terminals from anywhere in the world without having to install any extra software. You can see things like takings to date, current cash box contents, projected annual returns, projected profits, software versions. You can manage user accounts, pre-paid cards, and much more.



### Remote Control

Included with the software is a free copy of LogMeIn remote access software. This software allows you to take complete control of the terminal from anywhere in the world through any web browser.

## Logging and Reporting

### Full Logging

The software keeps a log of all software activity, coins inserted, notes inserts, user account access, pre-paid card access, printing, and errors. You can view and export these logs at any time in the Administration Screen.

### Scheduled Email Reports

You can set a chosen interval to receive email reports from the terminal. These reports include a log of all payments received, software activity, printing, and any errors.

### Scheduled Payment Report

In addition to the full email report, you can also send a separate email report which only details payments. This is handy if you want to share the payment information with an on-site manager, partner, investor, or property manager.

### Email Alerts

You can set the software to automatically email you in the event of the printer being out of paper or a coin or note-box being full.

### Cash Box Empty Email Confirmation

When you empty the cash box the system generates an email that confirms the contents of the cash box so that you have a permanent record of the date and time emptied, and the amount that was collected. This can be reconciled against the actual amount collected for bookkeeping/auditing purposes.

## Advertising

### Carousel Wait Screen

When the software is not in use it sits on a "wait screen". This screen can be configured to display

a web page, static picture, alternating pictures, or videos. You can therefore use this page for advertising purposes, and even sell advertising space to surrounding businesses.

### Pop-Up Advertisements

You can set the software to automatically pop-up advertisements on a regular interval during a user session.

### Banner Text

There is a small space for text to be chosen on the Surf Easy Timer Toolbar during a user session. You can enter different instructions, reminders or text advertisements into this area and they will be displayed during the user session.

### Desktop Background

Because our software works with the standard Windows Desktop, you can create a graphical advertisement and use this as the Windows Desktop background picture.

### Home Page

You set the default home page for Internet Explorer directly in Surf Easy. You can therefore create your own website with advertisements. The users will see this website every time they open a new Internet Explorer window.

## Internet Content Filtering

### Internet Content Filtering

Our software works with DynDNS.com or OpenDNS.com for internet content filtering. Using the DynDNS or OpenDNS service you can enable internet content filtering for your terminals and for your wireless hotspot devices. The filtering service allows you to block access to particular websites by category, such as pornography, drugs, file sharing, nudity, and so on. You can also block particular URLs.



## User Functionality

### Familiar Windows Environment

Unlike other internet cafe software, Surf Easy does not replace Windows. This means that users get to access a normal Windows PC, so they don't have to waste their time learning a new system. Anyone who has used a standard Windows PC will be familiar with the system and able to start surfing the net straight away.

### Business Centre

The software includes a Business Centre screen which provides users with access to your Office applications, such as Microsoft Office, OpenOffice, notepad, WordPad, picture editing, Adobe Acrobat, file manager, printing, etc. All these applications can also be accessed from the Start Menu and Desktop.

### CD and DVD Burning

The software will work with most CD and DVD authoring programs such as Nero, Roxio and others.

### Downloads and Documents

When correctly setup, the software can allow users to download software, music, documents and anything else into a secure area away from system critical files and folders. Users can also insert their own disks or USB drives, digital cameras, mobile phones, etc and transfer their files to and from the terminal without affecting the operation of the PC.

### Chat & Instant Messaging

The software is fully compatible with chat and instant messaging programs such as Windows Live Messenger, AOL AIM, ICQ, Yahoo Messenger, MySpace IM, Google Talk, Trillion, Skype and more.

### Choice of Internet Browsers

You can install Mozilla Firefox, Flock, Netscape Navigator, Safari, Opera or any other browser you prefer, giving users a choice to use their preferred internet browser rather than simply relying on Internet Explorer.



### Printing

The software supports automatic print billing per page. The user can print from any application or browser. The software will automatically deduct the printing charges from the user's credit.

### Music and Sound

The software can work with most media players, such as QuickTime, iTunes, Windows Media Player, VLC Media Player, Real Player, WinAmp, and even with online radio stations.

### Scanning, Faxes & Copying

You can install a scanner or fax machine, or modem and software, to allow users to send faxes, scan documents or copy pages. The software supports print billing, so you can charge for any pages that are printed.

### Logout

Users can easily logout themselves. The log out process will remove any downloads, documents, cookies, browsing history, and clear the Windows clipboard memory and cache.

### Webcams Supported

The software allows you to add a webcam so that users can take photos, record video, or make live video phone calls or video chat through third-party products like Windows Live Messenger and Skype.

## Printing

### Automatic Print Billing

The software allows you to set a per page price for printing. The user simply prints their document, file or webpage and the software automatically detects the number of pages and the number of copies, calculates the printing charges, and then prompts the user to accept those charges. The software then takes this amount off the users remaining time. If the user does not have enough credit then it will prompt them to buy extra credit. Only one printer can be set for print billing. You can setup multiple printers, but only one printer can be set for automatic print billing (for multiple printers the



other printers could be located behind a staff point for manual payment by a staff member).

## Billing

### Various Billing Methods

The Surf Easy software can work with a MicroCoin QL Coin Validator, GBA HR1 Note Validator, credit cards, user accounts, pre-paid tickets or codes. The system can be standalone, or networked with other terminals and linked to a manual or automated payment terminal.

### Variable Pricing

The software supports numerous ways and levels of pricing. You can have different pricing

for different times of the day or days of the week. You can also give discounts to users who spend more by having a sliding scale of pricing.

### Retain Unused Time for future visits

If you use pre-paid tickets or codes then you can set the system to retain any unused time for the user's next visit. For example, if the user buys a 1 hour ticket and uses 10 minutes today, then they can use the remaining 50 minutes in the future. Alternatively, you can set the tickets to be single use, so that the user loses any unused time when they exit their session.

### Automatic Print Billing

See above.





# Security

Surf Easy has numerous in-built security features to protect your systems and to minimise maintenance. These features reduce end-user support, and minimise ongoing maintenance.

- ✔ The software is very secure and hack-proof.
- ✔ Blocks access to Windows Control Panel.
- ✔ Blocks access to Windows Task Manager.
- ✔ Disables Ctrl+Alt+Del.
- ✔ Clears the cache at the end of every session.
- ✔ Clears the clipboard every session.
- ✔ Empties the Recycling Bin every session.
- ✔ Clears the desktop every session.
- ✔ Deletes user documents every session.
- ✔ Reboots the PC if the system has crashed.
- ✔ Password protected access to configuration.
- ✔ Block users from accessing disk drives.
- ✔ Selectively block any window or application.
- ✔ Selectively hide items such as the Start Menu, the Desktop, and/or the Task Bar.
- ✔ Includes Steady State disk protection.
- ✔ Compatible with Webroot AntiVirus.
- ✔ Compatible with ghosting and imaging.
- ✔ Compatible with internet content filtering.

## File & Disk Protection

### Drive Blocking

Surf Easy allows you to block access to any chosen drive letters. For example, you can block access to the C: drive but still allow access to the CD drive, flash drives, or other user drive.

### User Document Clean-up

At the end of each user session the Surf Easy software will remove user documents, downloads, cookies, desktop items, browsing history and clear the clipboard memory. This ensures full privacy of the user's information and ensures that the next user gets a fresh experience.

### Windows Disk Protection

Surf Easy is fully compatible with Microsoft Windows Steady State Disk Protection, which is included for free with every copy of Surf Easy. Windows Steady State Disk Protection completely protects the primary hard-drive partition (usually the C: drive) by completely resetting and removing any changes on each reboot.

## System Access Restrictions

### Control Panel and Settings

Surf Easy blocks access to the Windows Control Panel and many settings areas in Windows that could otherwise allow a user to alter the behaviour of the terminal.

### Task Manager Blocked

The software blocks access to the Task Manager and disables Ctrl+Alt+Del keyboard combination. This stops the user from terminating the controlling software.

### Optional Security Settings

There are literally dozens of other options in the software allowing you to control and disable Windows features, such as disabling right-click, preventing changes to the Start Menu, hiding notifications and icons in the taskbar, hiding the taskbar, removing the Start Menu, and many more.



## Applications & Software Control

### Third Party Software Allowed

Because Surf Easy works with the Windows Desktop rather than replacing it, you can install any third-party software you prefer for users. You can install Office applications, games, training programs, VoIP utilities, and just about anything you like to enhance the user experience.

### Allow Downloads and Installs

Our software is built on the philosophy that you will get greater usage rates, and hence greater financial returns, if you allow users to do as much as possible on the terminals. Thus our software allows users to download and install any software they like during their user session. When combined with the included Windows

Steady State Disk Protection, these downloads and installs are automatically removed when the terminal reboots.

### Windows Blocker

The software includes our Window Blocker Utility that allows you to choose which windows and screens you want blocked. The software then constantly searches for these windows, and if it finds them it immediately closes them.

### Shortcut Regeneration

The software automatically recreates shortcuts on the Windows desktop to your standard applications at the start of each user session. You can also add your own custom shortcuts to be automatically recreated. This prevents users from permanently deleting any shortcuts.

## User Functionality

Because Surf Easy is Windows based, it's very easy to use for both beginners and advanced users - customers simply access programs via the usual Windows Start Menu, meaning there is no new interface to learn.

And because it's Windows based, you can install any third-party applications for users - Internet Explorer, Mozilla Firefox, Microsoft Office, OpenOffice... you name it. You control what the users can and cannot access.

Some of the things users can do include....

- ✓ Surf the internet
- ✓ Download and install software (it gets removed by Windows Steady State Disk Protection when the PC reboots)
- ✓ Send emails (there is an in-built email client)
- ✓ Play games, listen to music, watch videos
- ✓ Use third-party software installed on the PC
- ✓ Chat and use instant messaging software
- ✓ Work with documents and pictures
- ✓ Print with automatic billing (price per page)
- ✓ Burn and copy CDs or DVDs
- ✓ VoIP software like Skype for IP telephony
- ✓ Use a webcam
- ✓ Do online banking

**There is incredibly high demand for Internet access in locations outside the home or office, creating very lucrative opportunities for smart minded individuals and businesses who can deliver quality services.**



# Payment Methods

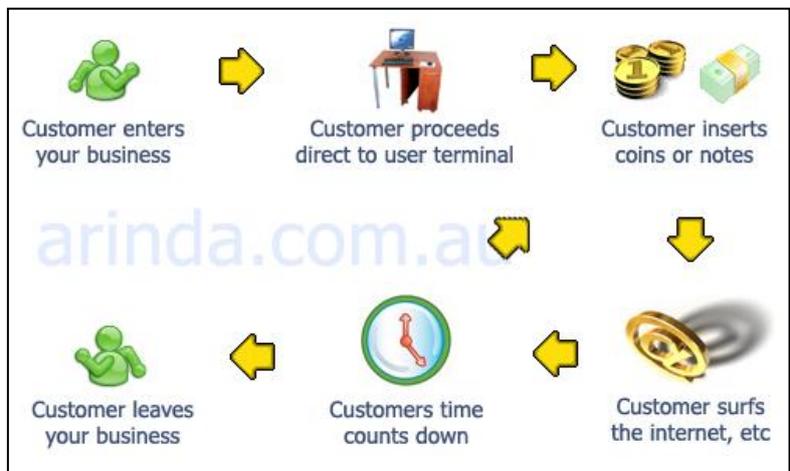
Our Surf Easy software can work with numerous payment methods, giving you the flexibility to operate fully-automated, self-serve terminals, or manually process payments and access through your staff.



- ✔ Free access or pay-per-use
- ✔ Coin acceptor
- ✔ Bill / note acceptor
- ✔ Credit card (subscription required)
- ✔ Pre-paid cards or access codes
- ✔ User accounts
- ✔ Self-serve or manually processed
- ✔ Tickets or membership cards
- ✔ Single-user or multi-use accounts
- ✔ Time-to-finish or accumulation
- ✔ Unlimited pricing plans and tiering
- ✔ Automatic print billing

## Coin and Note Acceptors

One of the easiest ways to automate your internet cafe terminals is to simply add a coin and/or note validator. With these units in place, the customer can walk directly up to the terminal, insert their coin or note payment, and be instantly surfing the internet, all without needing any assistance from staff. Our coin and note acceptors can be configured for any currency and denominations. We also have optional steel safes to securely house your validators and cash.



Example payment process – coin operated internet kiosk



## Self-Generated Tickets

Using the Surf Easy Web Portal you can manually create your own access codes and tickets through our website at any time. You can export the new codes to excel, or even simply copy and paste them into word. This way you can generate and print the tickets yourself.

## Pre-Printed Tickets



One of the easiest ways to manually process internet cafe transactions is using a roll of pre-printed tickets. We can supply these tickets printed with your business name and logo, and with your preferred pricing, time, and download limits. Each ticket has a unique access code that the customer can use to access the internet. The tickets are small, tear off paper tickets that come in rolls of 1000.



Example payment process – manual sale with tickets

## Self-Serve Pay Stations

We can also supply self-serve pay station terminals. These pay-stations are ideal for sites that want a fully-automated payment system that does not require any staff. These units are ideal for shopping centre deployments, unmanned internet cafes, and sites that run 24/7. We can supply just the software (Surf Easy Self-Serve), or an entire pay-station unit complete with touch-screen, coin acceptor, note acceptor and ticket printer.



Example payment process – self-serve pay station



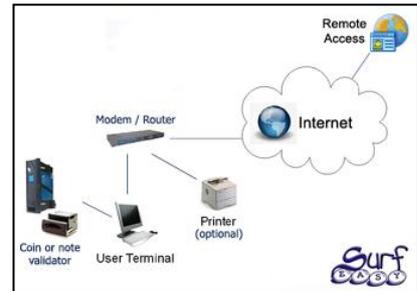
# Network Layout

One of the key advantages of Surf Easy over every other product in the market is that with Surf Easy it's possible to run even a 100 seat internet cafe without a single server PC.

In-fact, with Surf Easy you only need a server if you want to host your own database of access codes or user accounts in your multi-seat internet cafe. Even then, the server only needs to be a standard PC.

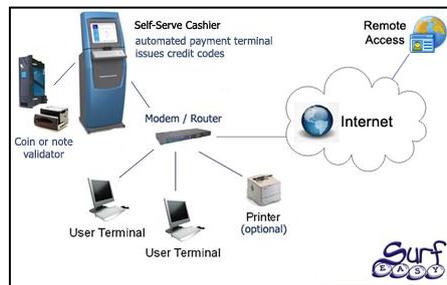
## Internet Kiosks

If you are operating internet kiosks then you can keep your network very simple. All you need to do is connect your PC to your internet connection (usually an ADSL modem). You do not need to run a separate server PC.



## Internet Cafes

Multi-seat internet cafes may or may not require a local server PC to store the user accounts or access codes. The network structure usually requires simply a hub or switch, connected to your internet connection (usually an ADSL modem).



Example network setup – Self-Serve pay-station



# Optional Extras

There are many optional extras and add-ons that you may want to consider.



## Installation Service

Need help installing Surf Easy? Our technicians can completely setup your computers and systems so they are ready for the end-users. As well as installing Surf Easy, our staff will update Windows, install dozens of user applications, rebrand the PC with your own logo and artwork, and set your preferred pricing and settings. This service is available both remotely (i.e. over the internet), from our head office on the Gold Coast QLD, or on-site for certain locations. Please call, email or visit our website for more information.

## Support Plans

Arinda offers free email support to all clients. We also offer on-call support plans. For a small annual fee you can choose between business hours support, or extended hours on-call support (8am to 8pm Queensland time). Please call or visit our website for more information.

## Credit Card Merchant Facility



Want to accept credit card payments? It's easy! And you don't need a card reader or EFTPOS terminal. All you need is our Surf Easy Credit Card Merchant Service. The customer simply types their credit card details into the system and the payment is automatically processed over our secure servers. We hold the funds in our trust account until the end of the month, and then pay the funds directly into the bank account of your choice. Please note that this is a subscription based service, and transaction fees apply. Please call or visit our website for more information.

## Anti-Virus Software

Even with all the security in-built into Surf Easy, it is still important that you use high-quality anti-virus software, not only to protect your PCs, but also to protect your users and their files. We highly recommend Webroot antivirus software. As an authorised reseller, we can supply you with this marketing leading anti-virus software protection. Please call or visit our website for more information.



## SMS Alert Service



Want to know if your internet connection drops or your terminals go offline? Our SMS Alert Service will monitor your terminals and send you a text message if they stop responding or disconnect from the internet. The SMS Alert Service runs on an annual subscription, and can cover as many devices and sites as you like. Please call or visit our website for more information.

## Wireless HotSpots

Arinda can also supply several models of Surf Easy Wireless Hotspots. These hotspots come in both indoor and outdoor models, of varying strength to suit your particular site. Wireless hotspots provide laptop users with high-speed internet access. By using our Central Access Service your users can use both the wireless hotspot or the internet terminals with one user account, and you can link multiple hotspots across multiple sites so that your users can roam between your sites. Please call or visit our website for more information.



## Surf Easy Disk Cloning Pack

One of the fastest ways to deploy multiple terminals is to simply ghost, image or clone your hard drives. We have a Surf Easy Disk Cloning Pack with images ready for you to quickly install for Windows XP, Windows Vista and Windows 7. The pack includes the pre-configured disk images, Acronis True Image software licence, and a USB external hard disk.

**“Surf Easy is fantastic. My internet kiosks now look after themselves. With my previous software I had dozens of support calls every week. Now with Surf Easy, my support calls are down, my customers are happy, and my revenues are up.”**

## Client Examples

There are over 1700 Surf Easy installations in Australia, New Zealand, USA, UK and Papua New Guinea. These are being used in a variety of environments, from standalone internet kiosks in hotel receptions and hospitals, to multi-seat self-serve internet cafes in shopping centres and gaming cafes.

On our website you can find several detailed case studies with real life examples of existing clients who are using Surf Easy products to grow their own businesses. Please visit <http://www.arinda.com.au/>



# Pricing & Licensing

Surf Easy software is sold on a licence basis. You need a licence for each computer on which you install our Surf Easy software. Without a licence, the software will run in a demo mode.

Number of Licences (1 licence per PC)	Per Licence Price (AUS dollars)
<b>1 to 4 terminals</b>	<b>\$280 per PC</b>
<b>5 to 9 terminals</b>	<b>\$250 per PC</b>
<b>10 to 19 terminals</b>	<b>\$220 per PC</b>
<b>20 to 49 terminals</b>	<b>\$195 per PC</b>
<b>50 to 99 terminals</b>	<b>\$165 per PC</b>
<b>100 to 249 terminals</b>	<b>\$140 per PC</b>
<b>250+ terminals</b>	<b>\$125 per PC</b>

**Please note:** All clients must purchase a Surf Easy CAS for Kiosks subscription. This subscription provides you with access to the Surf Easy Web Portal and servers for remotely monitoring and managing your terminals and users.

The software can only be activated by entering a valid and current Surf Easy software license code. Each time the software starts it will verify the licensee's information by sending a notification to Arinda's License Server. The data will not be passed on to any third party. Unlicensed installations will work in a fully-operational demo mode.



Your local Surf Easy dealer is:

