

**Public Transport
Media Wi-Fi Solution**



Solution Brief

1

Public Transport New Business Adventure

2

Public Transport Meida WiFi Scheme

3

Media Wi-Fi Business Value

4

Media Wi-Fi Application Scenario

5

Meida Wi-Fi Successful Case

Large Mobile User + Active Mobile Behaviour = Innovative Mobile Marketing Business

Global Mobile Trends

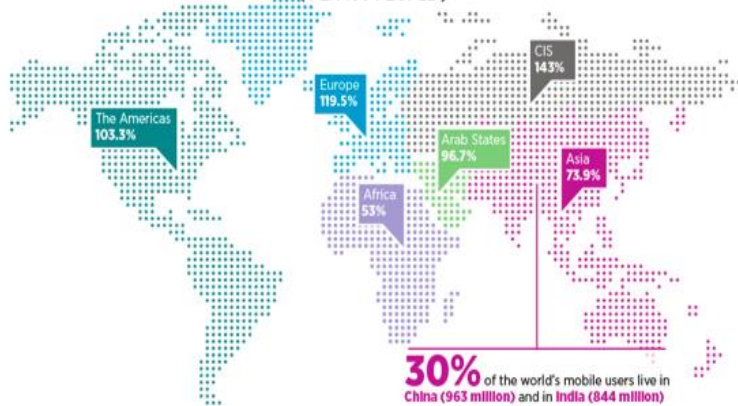


Out of the 7 billion people worldwide, 5.9 billion are mobile phone users
87%
of the world's population have mobile phones!



Smartphone sales are up
63.1%
from 2010
488.5 million units
were sold in 2011

Mobile Users by % of Population (PER 100 PEOPLE)



Mobile Consumer Behaviour



Over 300,000 apps
have been developed in the last 3 years



These have been
downloaded 10.9 billion times!

When is a Mobile Used ?



People On Public Transport Spend A Big Part Of Time



50%

people choose Public transport when traveling



The average frequency of public transport
in first-tier cities **305 Times**



average commute time
39 minutes



sales of large and medium buses per year
over **1 million**

For one bus



>500 passengers per day



>15,000 passengers per month



>180,000 passengers per year

Revenue Mode Course For Public Transport



Revenue



Public Transport
Outdoor
Advertisement
Revenue



Public Transport
Entertainment
System Revenue



Public Transport
Media Wi-Fi Mobile
Marketing

Public Transport Media Wi-Fi Brings Passenger New Mode

Before

- Bus no WiF
- Passenger no Enough Data Plan
- No Surf Internet
- No Watch Movie
- No Listen Music etc.



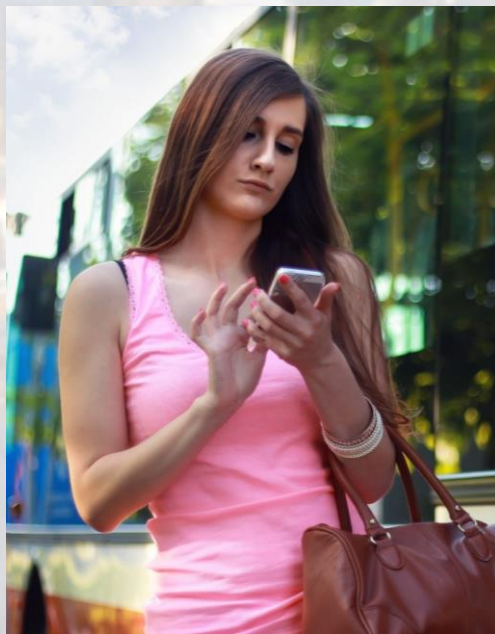
Now

- Free HD Movie
- Free APP Share
- Shopping News
- Location Based Service
- City Tour Introduction
- Government Information Publication
-



Public Transport Business Adventure Arrives

Public Transport is one of the biggest entrance of mobile marketing business



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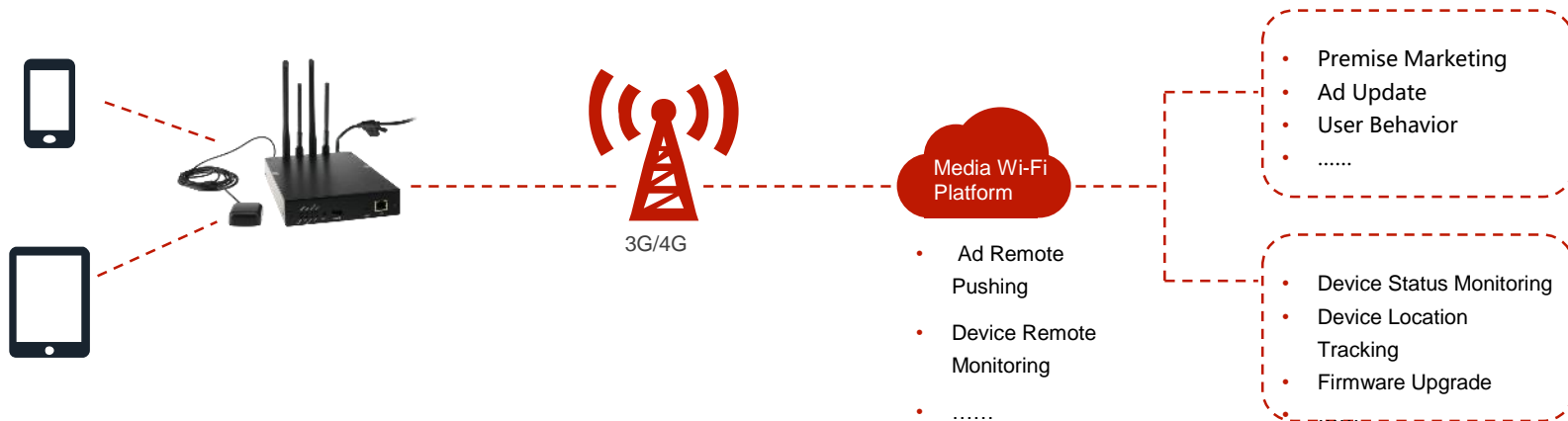
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Meida Wi-Fi Successful Case

Media Wi-Fi Solution

Scheme Brief

HD303 provides high speed 3G/4G access transfers to 2.4G/5.8G WiFi , passenger not only can visit media portal(moive, music etc.) freely, but also can surf Internet via H9303 WiFi, with the aid of Media WiFi Platform, administrator can push remote advertisement precise marketing based on passenger behavior accounting data.



Scheme Feature



Wi-Fi Access



Configurable Content



Rich network access solutions



Remote operation and
maintenance, precision
push



Various Security Updating
Methods



User behavior Statistics
And Analysis

Scheme Core Part 1 - Media Wi-Fi Router HD303

- 3G/4G LTE, WCDMA
- MTBF > 3000H
- 128G~512G
- SSD



Excellent Stability



Extraordinary Reliability



60-80 simultaneously/Concurrency access



Mass Storage

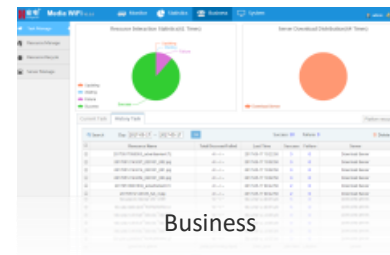
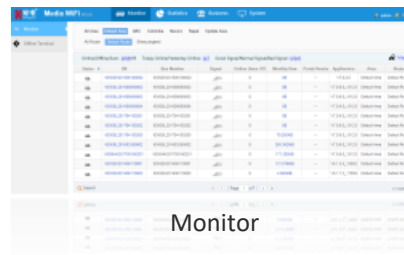
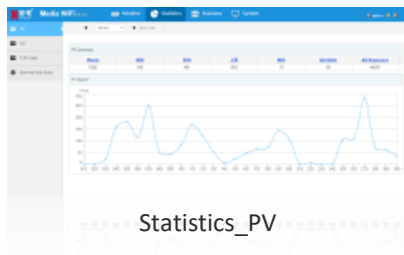


Scheme Core Part 2 – Media WiFi Cloud Platform



Function introduction

- Media content OTA
- Dashboard & business report
- Easy installing, easy deploy
- Remote operation and maintenance
- User behavior analysis



Scheme Core Part 3 – HTML5 Web Portal

Process Portal Application

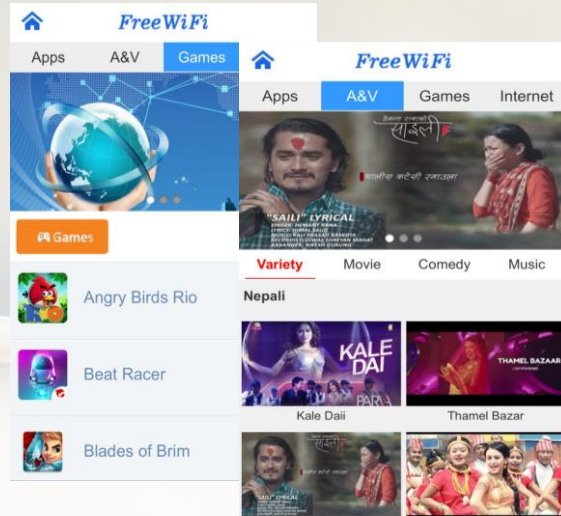


Media WiFi Passenger Experience



Step 1

Use mobile and open Wi-Fi



Step 2

Find SSID , connect to SSID



Step 3

Automatically pop up portal with rich contents (movies, music, apps)

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Business mode of Media Wi-Fi

APP Promotion



- Latest Movie
- Latest TVs
- Latest APPs
- Latest Music
- Store in Local SSD

Advertising Revenue



- Full screen Ads before surfing
- Video Ads before movie & content
- Regularly Ads banner

Usage Fee



Big Data



- Access log
- User location
- Behavior log
- Preference

Benefits of Media WiFi

Media Wi-Fi in Public transportation is a win-win solution
investor + resources + users = win-win

Passenger

- Free internet access
- Latest Movie and dramas
- LBS service and coupons
- Apps and Games downloads



Public transportation

- Be a part of smart city
- improve the image
- increase the service attraction
- data of passengers



Media Wi-Fi

Wi-Fi operator

- Multiple business mode
- Precise data of customers
- increase coverage of customers



Advertisers

- Improve brand image
- Increase brand exposure
- boost APPs downloads
- Precising marketing



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Vehicle Wi-Fi



Buses



Taxi



Coach



Subway

Public Wi-Fi



Coffee Bar



Bus Station



Restaurant



Waiting Room

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Korea Metro Media Wi-Fi Project

Country: Korea

Type: Metro

Description:

- passenger can watch local portal popular movie, music etc.
- PV reach average 10000+ /day

Benefits:

- Huge Advertising effect flow entrance
- Deversity and flexible local content operation mode
- Cloud management platform remote monitor and maintenance
- Greatly improves passenger public transport experience



Nepal Bus Wi-Fi Project

Country: Nepal

Type: Public Bus

Description:

- passenger can watch local portal popular movie, music etc.
- PV reach average 20000+ /day

Benefits:

- Huge Advertising effect flow entrance
- Deversity and flexible local content operation mode
- Cloud management platform remote monitor and maintenance
- Greatly improves passenger public transport experience





THANKS