

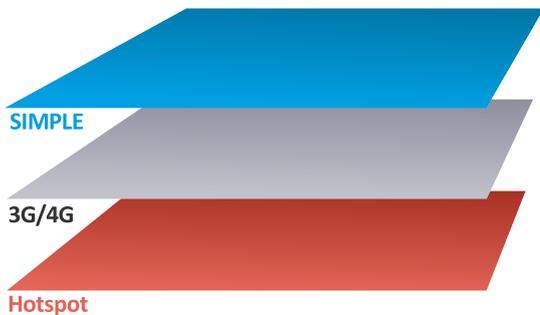
# Carrier Wi-Fi That Just Works

slide to sign on



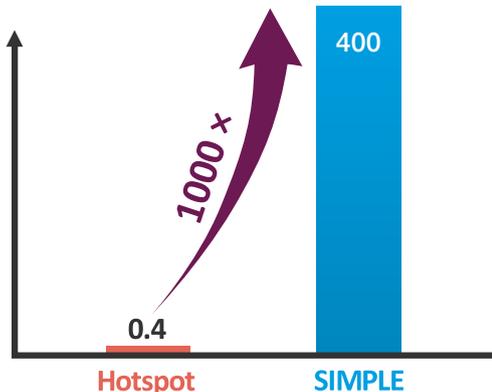
## DEVICE PREFERENCE

Zero sign-on places your network at the top of the network selection preference stack



## USAGE

Zero sign-on increases average monthly sessions per household by several orders of magnitude



## THEY WON'T COME JUST BECAUSE YOU BUILD IT

Your fixed-line subscribers have a lot of options when it comes to mobile, and let's face it: your Wi-Fi network is probably not the first one they'll think of. So how do you get them to use your network?

Our solutions offer a simple answer to that question: *we remove every barrier to adoption.*

## ZERO SIGN-ON IS THE KEY TO SUBSCRIBER UPTAKE

The magic happens when every barrier is gone. Not most of them – all of them. With our solutions there's no registration process, no software to install on the device, not even any settings to change; we call it *zero sign-on* because it just works.

Compared to a traditional hotspot or homespot solution you will see orders of magnitude more usage. Whatever the reason you're investing in Wi-Fi, that means radically better ROI.

# SIMPLE

SDWN App powered by [anyfi.net](http://anyfi.net)

## PROVIDE THE FAMILIAR HOME WI-FI USER EXPERIENCE ON THE GO

Everybody loves home Wi-Fi – it is just so easy to use. With SIMPLE you can provide that user experience on the go. And it really is that user experience; there is not a single manual step your subscribers need to take. Devices connect automatically, just like they do in the home.

SIMPLE requires no additional client side software; from the device point of view it is all standard Wi-Fi with WPA/WPA2-PSK authentication. Since each device sees the SSID of its home network it will automatically connect and authenticate using the passphrase already stored in the device. We call it zero sign-on because it just works!

Handover between access points is both fast and seamless. Advanced traffic prioritization protects the home user's experience at all times and fine-grained radio policy control ensures that devices only connect on the go when the Wi-Fi signal can support a high quality session.

In short; home Wi-Fi anywhere, with full traffic traceability and lawful intercept compliance.

## SIMPLE CONSISTS OF:

- Licenses to our carrier Wi-Fi software
- Professional software integration services
- Professional training and support

## KEY FEATURES:

### Zero Sign-On

No registration or manual sign-on is needed since the home Wi-Fi passphrase is used for authentication.

### Advanced Traffic Prioritization

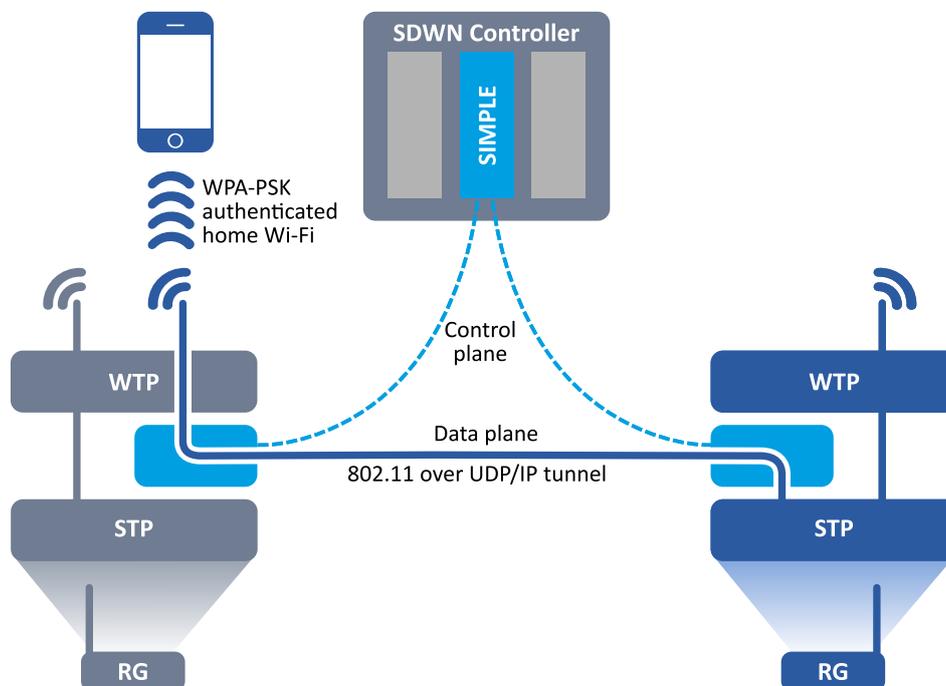
Our software in the visited RG throttles mobile devices to ensure that the home user is prioritized.

### Quality of Experience Management

Mobile devices are only allowed to connect when the visited RG can provide a high quality user experience.

### End-to-End IEEE 802.11 Security

The standard IEEE 802.11 security mechanism protects the connection end-to-end; all the way from the mobile device to a trusted location.



## About Anyfi Networks

Anyfi Networks is the company behind the revolutionary Software Defined Wireless Networking (SDWN) architecture. Based on this unique technology we offer broadband operators, fixed as well as mobile, a range of carrier Wi-Fi software solutions: from traditional hotspots and homespots all the way to massively scalable secure mobile Wi-Fi offload. For more information please visit [www.anyfinetworks.com](http://www.anyfinetworks.com) or contact [sales@anyfinetworks.com](mailto:sales@anyfinetworks.com).

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