

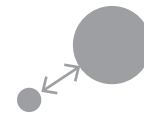
Encapto WiFi

OVERVIEW

Encapto WiFi is a one-stop configuration, management, reporting and control system for your WiFi network. Encapto Cloud Deck's intuitive web interface enables secure access from anywhere, so managing even the most complex WiFi network becomes a breeze.

Encapto is built by WiFi integrators for WiFi integrators. Ten years' experience in building sophisticated WiFi networks goes into every Encapto feature.

Encapto offers the flexibility of local onsite or cloud hosted services. Either way, your WiFi system is always secure, available and scalable.



Scalable

Encapto's modular approach means expanding your network or adding new functionality is quick, easy and cost-effective. It will cater for a handful of users at a standalone site, large multi-tenanted retail deployments or stadium full of concurrently connected users.

Pay-as-you-grow licensing facilitates entry into a fully featured hotspot management platform at a manageable price point.



Reliable

Built on carrier class standards AAA RADIUS, Encapto reliably serves over one million WiFi sessions a month to wireless networks of all sizes - cafes, stadiums, public transport, and large municipal networks. Built on Amazon's AWS cloud, Encapto offers a 99.99% uptime guarantee.



Vendor Agnostic

We apply Encapto principles to a wide range of WiFi networks, regardless of the hardware used. If you're creating a new network, we've probably got some recommendations, but Encapto is just as happy helping to extract more value from existing networks. And Encapto integrates seamlessly to support sophisticated vendor functionality such as presence and location analytics.

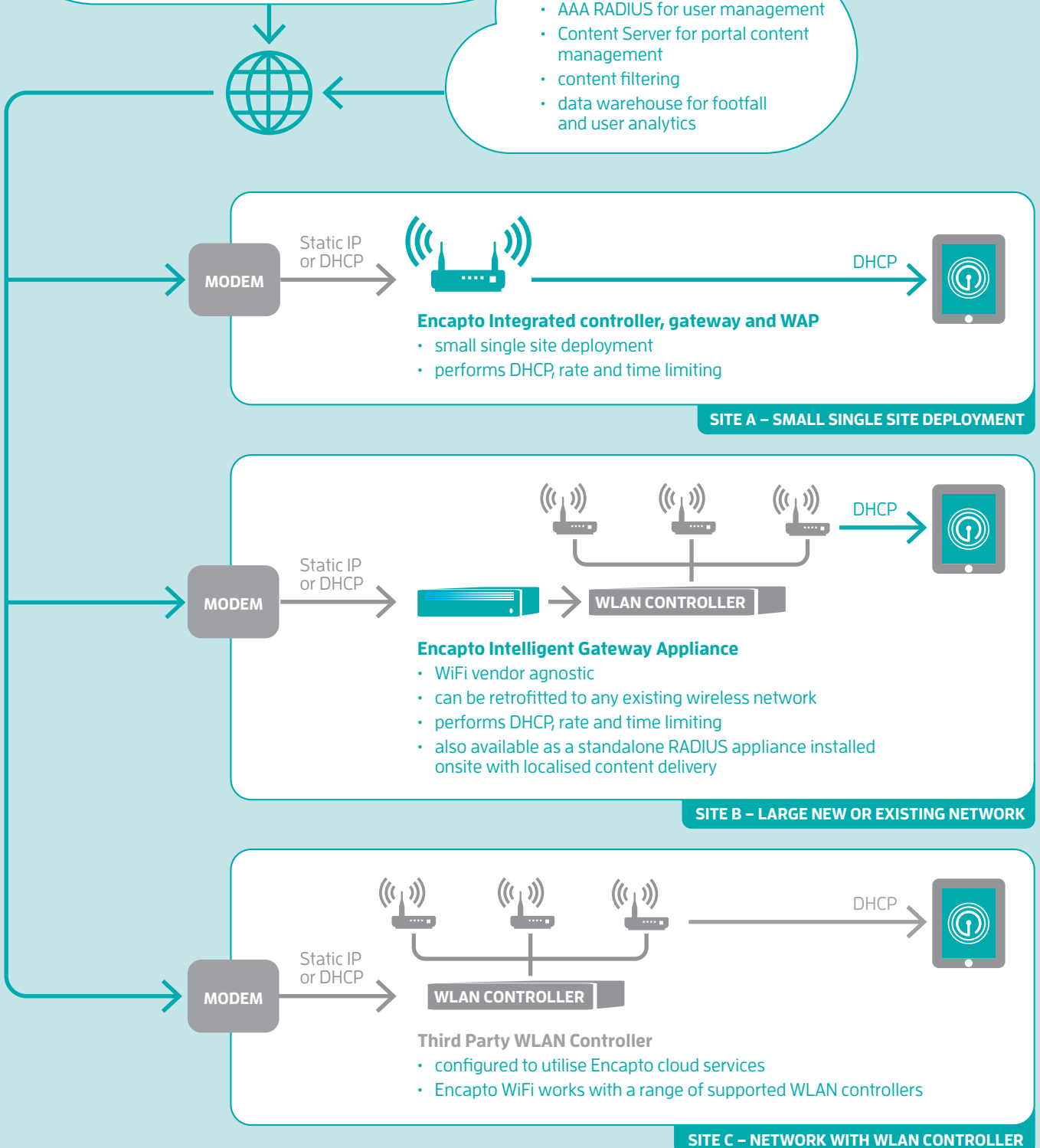
Cloud Deck

WEB INTERFACE
CONTROL PANEL



Encapto Core

- AAA RADIUS for user management
- Content Server for portal content management
- content filtering
- data warehouse for footfall and user analytics



FEATURES AND BENEFITS

Advanced Hotspot Management

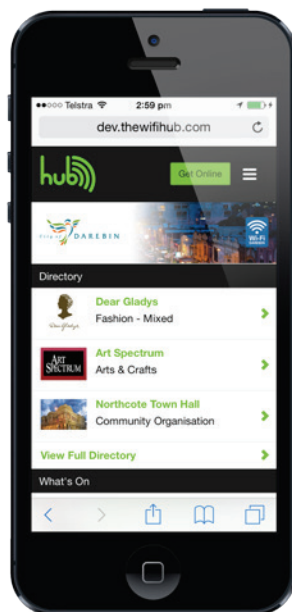
Encapto WiFi's unique tagging system makes naming hotspots, defining network parameters, setting and changing SSIDs, generating and assigning portals and access methods a breeze. Users can generate custom tags defining practically any aspect of a hotspot, create groups based on common characteristics, and apply changes to a group at the click of a button.

Portal Builder

The Encapto Portal Builder enables the quick and easy creation of branded and highly responsive web authentication portals featuring:

- Content Management for images and text
- Colour theming for buttons, headings, links and banners
- Full font control
- Mobile friendly interfaces

Once created, portals can be applied to one or multiple hotspots.



Access Controls

Set time, download and speed limits for each authentication method. Encapto enables the application of granular access controls to single hotspots or to groups of hotspots.

- Time limits
- Speed throttling
- Data limits
- Refresh function
- Single or multi-use access

Nested User Permissions

Marketing department requires access to run a user survey? Local manager needs to update a portal at one site? Encapto nested permissions make it easy to assign one or more functions, sites, or networks to another system user at the click of a button.

Multiple Authentication Methods

Encapto utilises carrier grade RADIUS services for sophisticated user and session management. Generate unique or shared passwords, enable credit card access or use one of the Encapto Connectors to authenticate via your own database. However you want your clients to get online, Encapto has the solution.

- Click and go
- Unique or shared passwords
- Paid access
- Social media logon
- SMS authentication
- Email registration access
- Data capture (survey or registration)
- SIP2 database integrated
- Encrypted access

FEATURES AND BENEFITS CONT.

Reporting and Analytics

Encapto's Cloud Deck offers the most comprehensive WiFi reporting functionality available. An intuitive dash style console gives a graphic overview of hotspot status, usage and other key information and reports can be generated for any combination of hotspots for any time period.

- Live and historical data
- Device type
- Browser versions
- Time online
- Data downloaded/uploaded
- New users
- Return users
- Web sites visited

Customisable reports can be produced that also include data from other Encapto WiFi modules such as:

- Survey results
- Advertising view reporting
- Location analytics (coming soon).

White labelled

Encapto's Cloud Deck interface is fully customisable on a per user basis. Set up multiple clients on a single account, each with unique functionality, branding and colour theming.

The Encapto API

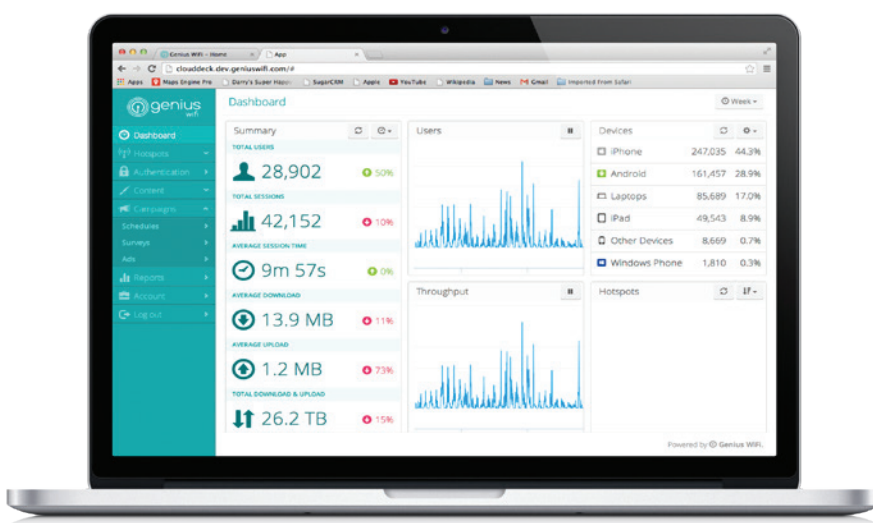
The Encapto API enables easy integration with your applications. Whether it's a customer loyalty, asset tracking or sales monitoring program, the Encapto API adds rich value to your system.

Campaign management

Encapto Campaign delivers targeted advertising to users on connection to your network. Localised content leverages the high-speed capabilities of 802.11ac wireless providing an immersive experience for connected users and eliminates reliance on costly and speed-constrained internet connections.

Encapto's sophisticated Campaign Manager features:

- Video and/or image view at Login
- Content injection during browsing sessions
- Granular content scheduling
- Rule based content delivery
- Full reporting and proof of play
- Full screen adverts
- Surveys and competitions.



FEATURE SUMMARY

Multi-platform Support	<ul style="list-style-type: none"> • Support for a large range of existing hardware vendors including Ruckus, Cisco, Meraki, Aruba, Mikrotik and more • Built-in support for vendor functionality such as presence analytics and location services • Use existing WLAN controller and Wireless Access Points 	
Cloud Deck Management	<ul style="list-style-type: none"> • Manage wireless networks from a web browser using the Encapto Cloud Deck control panel • Manage local Encapto Intelligent Gateway Appliances from the Cloud Deck • Responsive Cloud Deck UI for on-the-go updates to your networks from tablet or smartphone devices • Distributed globally with Amazon's AWS cloud for low latency and high availability • 99.99% uptime 	
Encapto Intelligent Gateway Appliance	<ul style="list-style-type: none"> • Local hosting for Genius platform, content management, captive portal redirects, network addressing and RADIUS services including rate limiting, download control and session times. • True Network Access Server (NAS) model as used in carrier class networks • Desktop or rack mount form factor • Support over 100,000 concurrently connected users • Install between Wireless LAN and Internet gateway • Manage from the Cloud Deck or as a completely standalone deployment 	
AAA RADIUS Compliant	<ul style="list-style-type: none"> • Built on fully featured AAA RADIUS standards • Deploy complex RADIUS features at the click of a button within the Cloud Deck control panel • Control time online, speed and data use – single or multi-use access and refresh functionality • Highly scalable with support for 100s of thousands of concurrent connection per site 	
Reporting and Analytics	<ul style="list-style-type: none"> • Customisable Dashboard for at-a-glance activity across networks • Core reporting data include device type, browser type, time online, bandwidth, new vs. repeat users, total sessions, time of day usage and more • Add data from campaign Ad views, surveys and location analytics • Report on individual or aggregates of sites 	
Nested User Permissions	<ul style="list-style-type: none"> • Slice and dice access to Encapto features with user permissions update content, adjust session restrictions etc. • Publish only the functionality required to individual site administrators • Multiple users with different permissions at any one hotspot, or group of hotspots 	

FEATURE SUMMARY CONT.

Authentication Methods	<ul style="list-style-type: none"> • Click to go – accept user terms and conditions then click login • Social Media Login – Facebook, Google+, Twitter and LinkedIn • Credit Card Payments – Support for basic PayPal account, Payflow Pro, Braintree, and other merchant gateway services • Credential based – unique pincards, shared passphrase and username and password • SMS and email authentication • External DB Auth - use connectors to authenticate WiFi users against external systems e.g. 3M SIP2 for libraries, cashless transaction systems (RFID cards), hospital inpatient systems and hotel reservations systems. • Campaign Login - require users to watch a advert and/or complete a survey as a condition of login • Flexible access control supporting any combination of time, download and rate limiting for individual connected users • Use multiple authentications methods per captive portal each with their own session limits 	
Campaign Manager	<ul style="list-style-type: none"> • Serve advertising and collect data from users on connection • Schedule full screen adverts, video and surveys to groups of hotspots • Upload content to the Genius cloud and schedule content across your network • Intelligent user recognition - select how often data collection questions or Ads will be displayed to each user • Share of Voice (SoV) distribution for multiple advertising campaigns at a single site • Proof of Play reporting 	
Multitenanted	<ul style="list-style-type: none"> • Manage thousands of sites with individualised settings – portal content, WiFi session controls and access to reporting • Slice and dice access to each of the features within Genius with user permissions that delegate access to only the required management functions 	
White Label	<ul style="list-style-type: none"> • Customise and brand the Cloud Deck control panel on a per user basis • Build custom mobile responsive captive portals with no knowledge of web design • Custom URL for Cloud Deck access - your own domain name to provide access to our hosted Cloud Deck • User definable terms and conditions 	
Content Filtering	<ul style="list-style-type: none"> • Enforce content filtering across hotspot networks using Encapto predefined templates • Custom whitelist/blacklist content filtering on a per network basis for more granular control over content • Custom blocked domain redirect page on a per hotspot basis 	