

Solutions for Retail / Restaurants

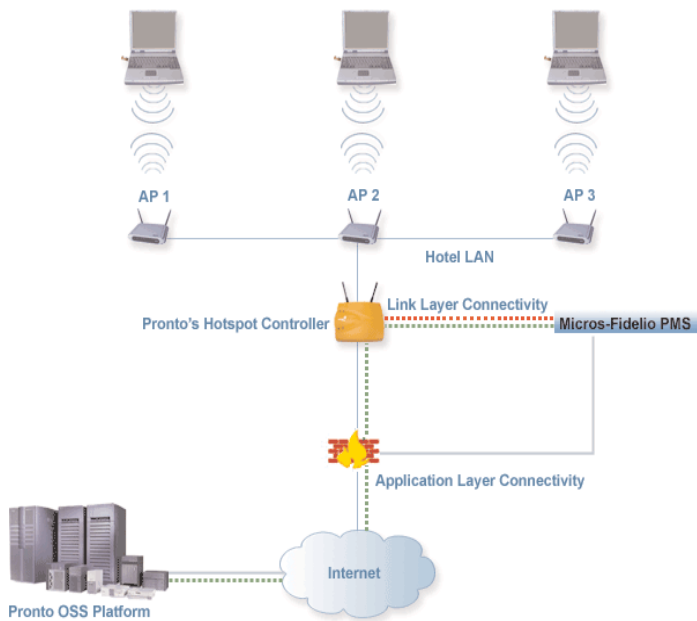


Gadgets available are usually Wi-Fi enabled and consumers have access to several Wi-Fi enabled devices. They require Internet access to use these devices and are particularly more satisfied when they receive this facility other than at home or their office. This provides an opportunity for retail/restaurant owners to acquire additional customers, as their locations are well suited for individuals to leisurely surf the net. Retail/restaurant owners also have the option of offering seasonal advertising, product and service infomercials as well as sales staff training.

Pronto's public WLAN solution for retail/dining establishments can be deployed within minutes, not hours, and can often leverage the existing infrastructure of POS/ATM terminals to minimize upfront costs

Below are just a few of the key capabilities enabled by Pronto's solution for the retail/restaurant industries:

- **Leverages Existing ATM/POS Infrastructure:** Pronto's broadband wireless platform is backhaul independent, enabling it to work with many ATM or POS terminals which already have DSL or VSAT for backhaul. Adding Wi-Fi is easy and often only requires an incremental investment. The wireless infrastructure can then be used for employee training, inventory/sales management, public use, etc.
- **Installation of WLAN Equipment in Minutes:** Pronto's auto-provisioning feature allows Pronto Gold Compatible WLAN equipment to be setup within minutes, not hours. No on-site configuration of the equipment is required.
- **Peak/Off-Peak Rates & Flexible Service Plans:** Pronto's solution allows venues to offer price plans by the hour, day or week, as well as prepaid cards for short durations, such as for 10 minutes, 90 minutes, or 24-hours. Pronto's solution also allows venues to charge a different rate for peak and off-peak hours so that end-users are encouraged to use the Wi-Fi service in less busy times.
- **Brandable and Easily Modified Splash Page:** Pronto's platform allows for the initial splash page to be branded across all franchise locations and by each individual location. Pronto also supports walled garden sites, or unauthenticated free access to a select number of websites, such as the venue's website, store locator site, etc. The images on the splash page, as well as the walled garden links, can be updated easily and frequently, allowing venues to modify the user interface to reflect new specials or promotions, such as offering 30 minutes of Wi-Fi access with a purchase of the daily special.
- **New Services/Applications to Generate Revenue:** Pronto's flexible platform enables retail/restaurant owners establishments to offer new business services on top of Wi-Fi. Examples include offering wireless printing so that patrons can print directions at a gas station or enabling music/video downloads such as an iTunes or movie trailer that is being promoted by the location.
- **Integration with Loyalty Programs/Club Cards:** Pronto's ability to integrate with external systems allows for Wi-Fi access to be tied into a venue's loyalty/rewards program or club cards, enabling patrons to use their card numbers to login or allowing them to earn or redeem additional club points while online.
- **Content Management:** Pronto's content management system allows content to be delivered to the splash page quickly and efficiently, enabling retail establishments to write, edit and publish updates to the splash page within minutes.



The interface between Pronto's OSS and Micros-Fidelio's PMS is bi-directional. When the two-way feature is enabled, the Pronto OSS keeps track of the guest check-in and check-out process. It also maintains a local copy of guest information and allows guests to connect to the Internet even if the PMS is unavailable. The Pronto OSS stores the incurred charges and sends them to the PMS when the link is re-established for consolidated billing.

In this scenario, the Pronto Hotspot Controller provides authentication and subscriber management at the property. It also acts as a router between the PMS and Pronto's OSS.

This feature is particularly useful for venues that would like to update information on promoted products or services numerous times throughout the day.

- **Content Management for Virtual Community Bulletin Boards:** Pronto's content management system allows content to be delivered to the splash page quickly and efficiently, enabling municipalities to keep a virtual community bulletin board of public service announcements, voter information, events happening in town, etc. Pronto's solution allows municipalities to write, edit and publish updates to the splash page within minutes and to update information numerous times throughout the day.
- **Ad Management:** Pronto's ad management system enables venues to create and place targeted ads on the initial splash page. Pronto's system also tracks the number of impressions as well as the percent of click-throughs. This feature can be leveraged to generate additional ad revenue from nearby establishments or business partners. Examples include a coffee shop advertising a bagel shop down the street, or a retail store advertising items on sale that week, or a quick service restaurant promoting the latest movie.
- **Customer Support:** Pronto's managed services offering offers toll-free and online end-user support to patrons and employees 24 x 7, allowing employees to focus on their core functions. Technical support is also provided 9-5 on weekdays to the franchise's IT staff.

In summary, Pronto's WLAN solution offers retail/restaurant owners a flexible, easy-to-install solution that can be

Benefits for Retailers:

- Creates an opportunity to draw more customers and retain existing clients
- Offers seasonal advertising, product and service infomercials
- Ease of deployment
- Strengthens customer relations by offering new services like wireless printing, employee training, music/video downloads
- Reinforce commitment through 24x7 toll-free and online end-user support to patrons and employees
- Supports integration with external systems



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