

FAQ: iPass SmartConnect

Q: What is iPass SmartConnect?

A: iPass SmartConnect is the technology behind iPass that connects customers invisibly and securely to the iPass Wi-Fi hotspot that best meets their usage needs.

Q: How does iPass SmartConnect work?

A: As users roam the iPass network, iPass SmartConnect will anonymise and aggregate usage data to determine hotspot location, signal strength and speed. Aggregating this data will create a real-time access map of iPass' global network of Wi-Fi hotspots, classifying the relative performance and reliability of each hotspot. iPass SmartConnect then uses predictive analytics to determine and automatically connect users to the best hotspot in the iPass network.

In addition to mapping iPass hotspots, iPass SmartConnect will also aggregate anonymous usage data on hotspots not yet part of the iPass network. By having a better understanding of customer behaviour patterns, iPass will be able to add new hotspots (through network agreements and curation) based on where customers need them the most. Based on iPass' patented Service Quality Management technology, iPass SmartConnect will significantly improve the user experience for iPass customers.

Q: What type of information is anonymously collected?

A: As users roam the iPass network, iPass SmartConnect will anonymise and aggregate usage data to determine hotspot



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ABOUT IPASS

iPass (NASDAQ: IPAS) is the world's largest Wi-Fi network, offering convenient, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass will have 50 million hotspots in more than 100 countries by the end of 2015, at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, iPass SmartConnect takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass app to experience *unlimited, everywhere, and invisible* Wi-Fi.



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location, signal strength and speed. iPass does not collect personal data, such as name, email address and credential information.

Q: How will iPass SmartConnect improve the iPass service?

A: iPass SmartConnect will create a more seamless Wi-Fi roaming experience. iPass SmartConnect will now choose the best hotspot for a user's needs, rather than leaving the user to select a network on their own. iPass SmartConnect also reduces the incidence of false positives, which will, in turn, improve the end user experience. A false positive is when access points falsely appear to users as available for an iPass connection.

Q: How does iPass SmartConnect change the iPass service? How do I position it with a channel partner?

A: Wi-Fi connectivity was formerly directory-driven, i.e. based on the directories that iPass received from its network partners. These directories were a limited, static data set, which meant they were not completely accurate. As a network aggregator, iPass had little or no insight into the networks themselves. In some cases, connection attempts resulted in false positives.

With iPass SmartConnect, we have created a network graph, much like a social graph, of the Wi-Fi universe, giving us more visibility than anyone else into how, when and where people want to use Wi-Fi. This insight will enable us to add new access points into the network based on where users need them, creating a truly seamless Wi-Fi experience.

Q: What will the user experience be like in 6 months?

A: As the iPass platform learns from the crowd sourced information about Wi-Fi networks around the world, users will experience fewer false positives and increased connection success.