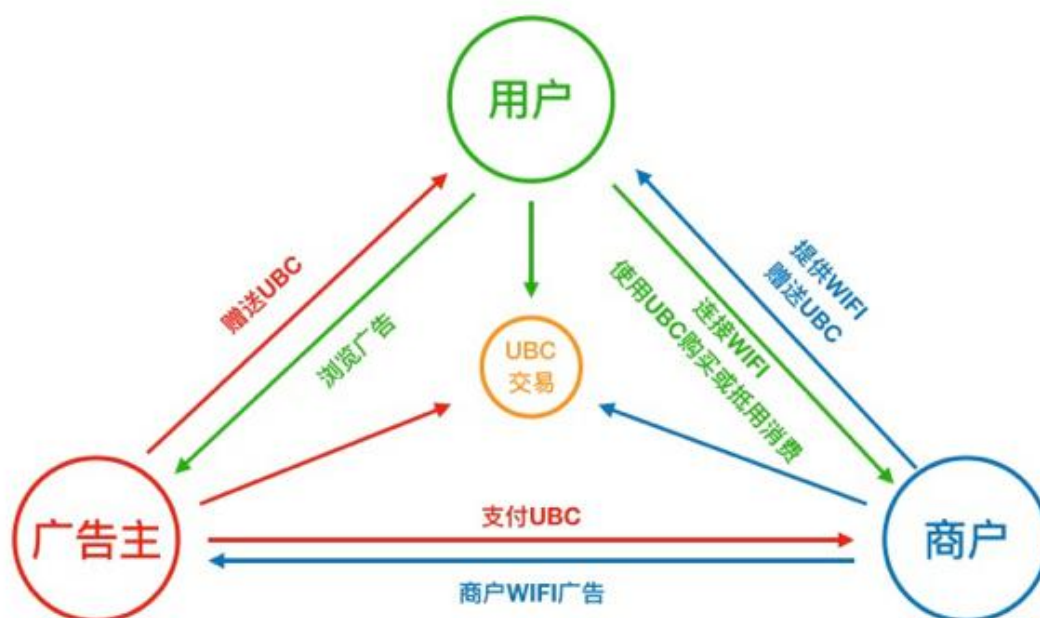


# UBC 业务简介

优 WiFi(UBC)致力于构建商户与消费者、广告主与消费者、广告主与商户之间信息交换与价值交换的桥梁，打造基于 UBC 的普惠商业价值链，构建统一积分、会员管理平台，为合作商户提供更多的服务，商户的范围包括餐饮行业、酒店行业及零售行业等。

优 WiFi(UBC)将把公共 WiFi 作为最初的载体落地商户，并与消费者发生连接。

UBC 是优 WiFi 发行的代币，作为优 WiFi 业务运营的价值交换凭证。UBC ( Ubiquitous Business Credit ) 基于区块链技术研发，具备区块链本身具备的分布式、去中心化、去信任、不可篡改的特性。内嵌优 WiFi/MobiPromo ( 优 WiFi 的海外品牌 ) 的智能广告平台，实现商户、广告主、消费者之间的信息传递与价值交换。



广告主缴纳一定 UBC 在优 WiFi 网络内发布广告，这些 UBC 将分配给安装优 WiFi 设备的商户及看广告的消费者，剩余部分作为运营消耗交给优 WiFi 社区。优 WiFi 保证广告主的广告被精准投放给适当人群（基于优 WiFi 的大数据分析处理能力）。

优 WiFi / UBC 的生态环节包括/但不限于：

- 商户可以将 UBC 发放给消费者作为积分奖励或打折凭证。
- 商户可以通过消费者看广告的行为赚取 UBC。
- 消费者凭 UBC 到商户或广告主处兑换折扣商品或服务。
- UBC 可在交易市场交易。

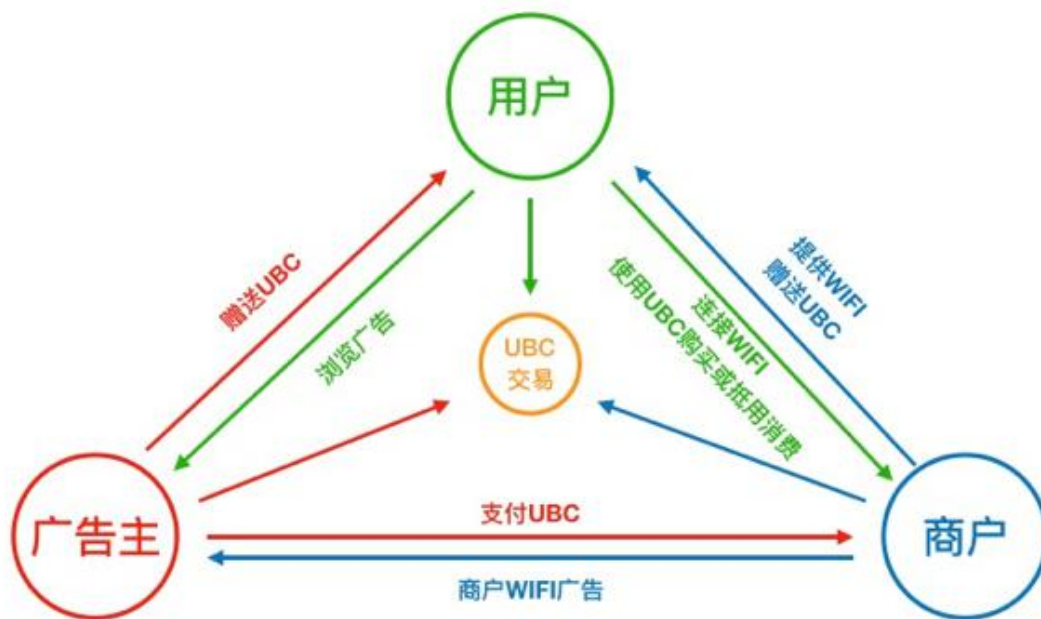
# Introduction to U-WiFi/UBC

On the basis of the traditional public WiFi service, U-WiFi integrate the chain block technique, and use it's token named UBC to build a direct link among consumers, merchants, and advertisers. Thus built an eco-system to deliver information and values among consumers, merchants and advertisers based on the U-WiFi system.

In the traditional mode, the user just only got free traffic with free WiFi. In the system of U-WiFi, users are not only able to get free traffic but still can obtain UBC in the process of using U-WiFi. All U-WiFi supported merchants are built a UBC members and exchange system. UBC can be simply know as a general member and coupon system for all U-WiFi supports merchants, expand the UBC application scenarios greatly.

After the access to the U-WiFi, merchants can provide free WiFi service and get the UBC from advertisers. Innovatively, it build a decentralized system of membership for individual merchants and it allows users became the member of merchants directly.

In addition, advertisers are able to pay UBC instead of RMB, which directly facilitate the circulation of UBC in the secondary market. The user would obtain UBC through view or click the Ads, which is paid by advertisers.



Therefore, after the integration of blockchain technology, UBC integrates users, merchants and advertisers into the same ecology with UBC.

The UBC bought by advertisers and UBC consumed by merchants will both flow to the user. The user can exchange UBC in merchants as coupon or any other discount, and can also trade in the secondary market. It is going to form an ecological loop on U-WIFI system, and promote the UBC to circulate and value increase continuously in the market.

# 优 WiFi(UBC)合作案例

## 国内大陆地区

优 WiFi(UBC)已经和多家知名餐饮连锁企业（如李先生牛肉面）建立合作关系，并通过代理商进入小型餐饮商户。未来一段时间还会在旅行及娱乐行业发力，铺设优 WiFi 节点，包括铁路、彩票站点、KTV 等渠道，通过把控流量入口，大幅度展开优 WiFi(UBC)各项业务的运营。目前已经完成在某路局列车上线试运行的测试工作。

## 香港

截至到 2017 年 7 月，优 WiFi(UBC)已在香港(SSID:3Y5 FreeWiFi)铺设 1821 个场所，2000 多个热点，已成为全港最大公共 WIFI 供应商，覆盖率超过全港 WIFI 市场的三分之一，并且还在持续增长中。铺设范围包括餐饮行业、商场、娱乐场所、快捷酒店、美容店、医疗场所、大学、自动贩售机等场所。

## 国际

已在 60 多个国家展开试点，接下来会加大重点国家的推广。

目前已经合作或有合作意向的品牌客户包括：宜家（IKEA）、喜力（Heineken）、壳（SHELL）、FWD、电信黄页、美国有线电视新闻网（CNN）等。