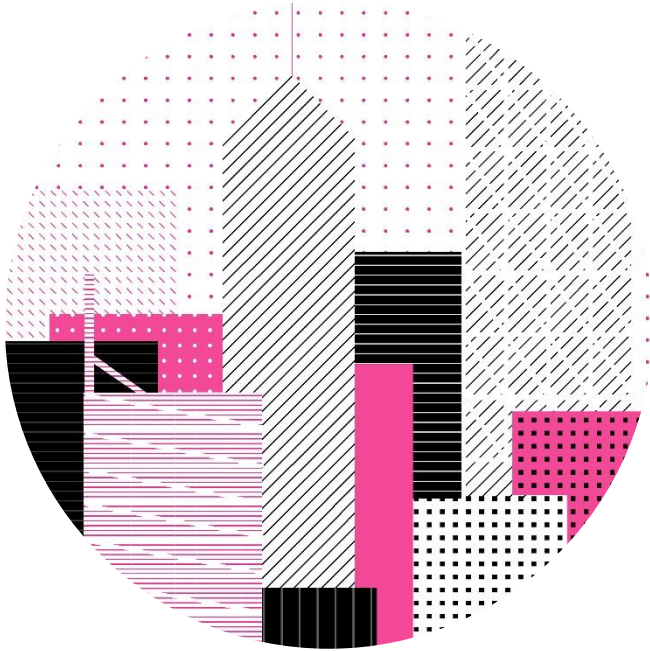


# Edge Network

/ Next Generation Contextual Internet Experience

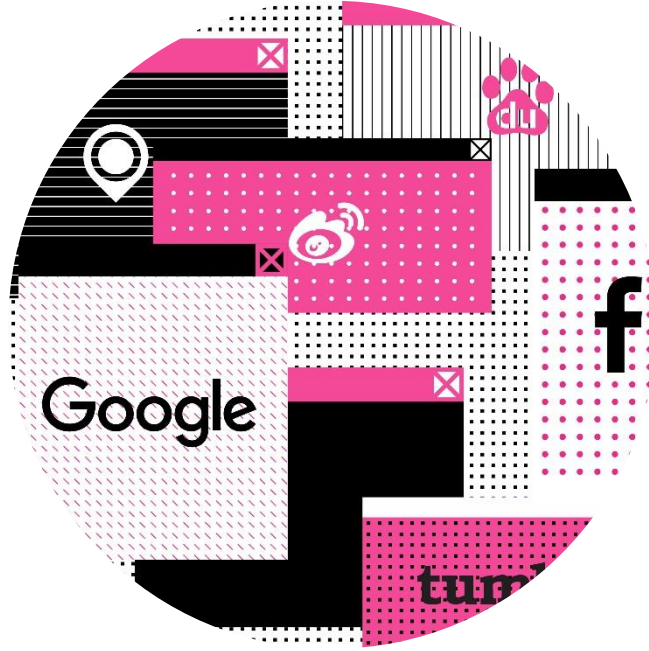
# Unveil the Context

Edge Wireless



## Contextual Intelligence

Creating dedicated Internet experience by integrating local contents and services



## Immersive & App-free

Instead of letting user install another app, get your local content & brand themes blended into Google search results, Facebook headlines, and into other services and apps with magic of Wi-Fi



## Plug-n-Play

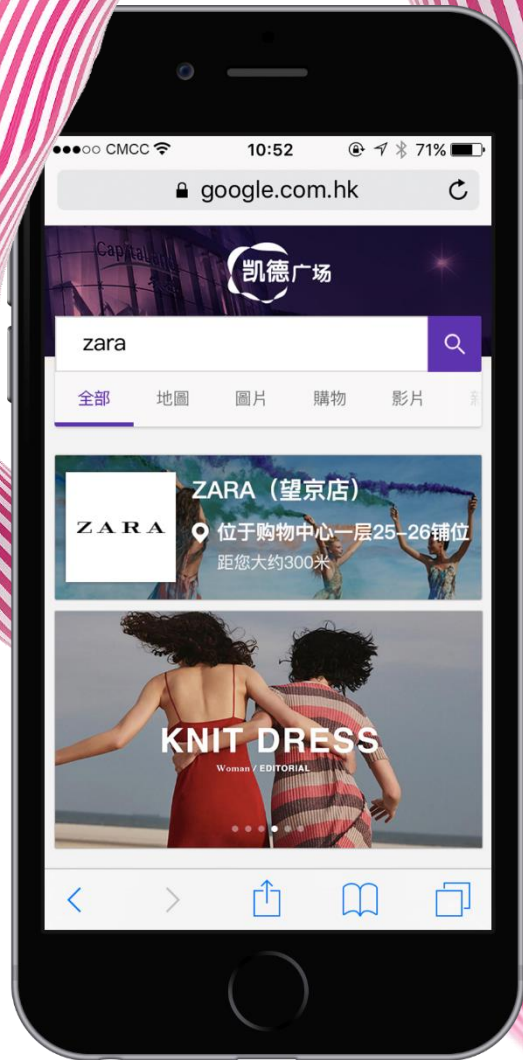
Effortless integration to complex Wireless AC/AP systems



/ FIG – Web for Here  
Google front-page  
augmented with services entries

# Contextual Integration

Edge Technology super charges Internet with **contextual awareness**. Floor plans, food menus, shop lists, venue guide, nearby printers, campaigns and all your local contents and services are **seamlessly blended** into well-known **search engines**, **social platforms** and other **well-known web services** and **apps**



#### / FIG – Contextual Search

Embeds demand fulfilling branded content to searches



#### / FIG – Feature Rich UI

Presents filters, navigations and customizable views for categories



#### / FIG – Social Reach

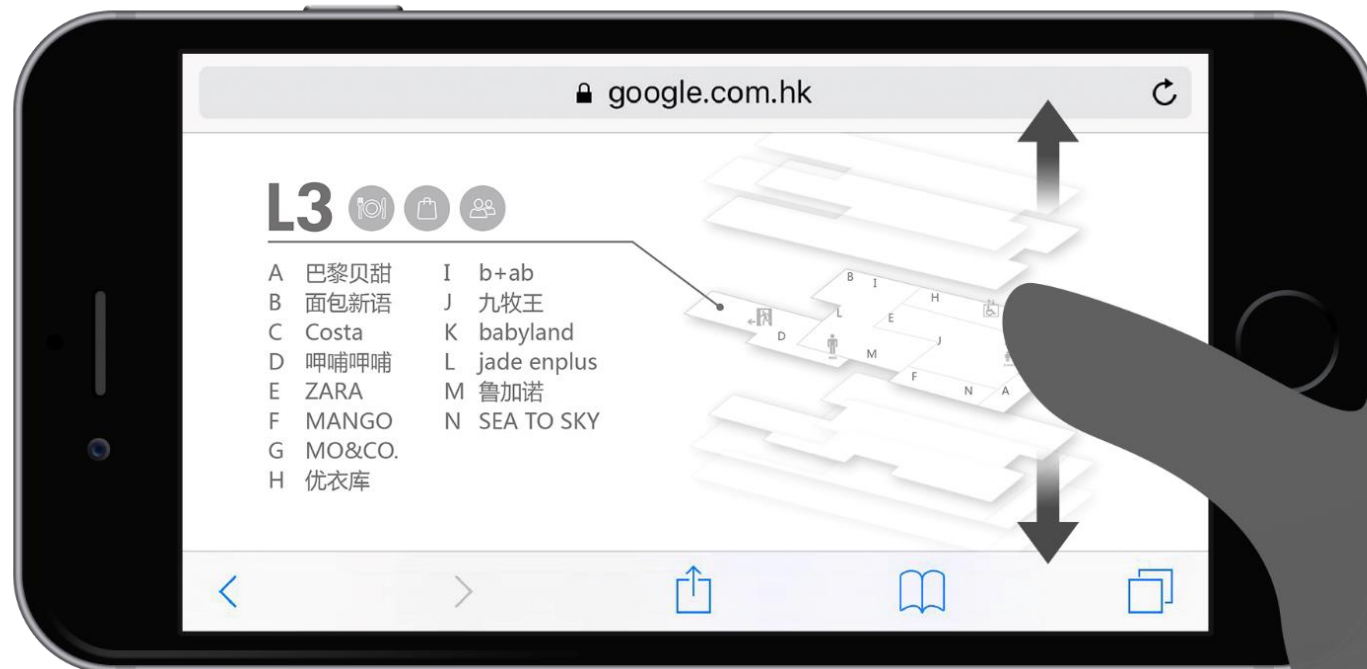
Delivers local / brand contents, loyalty rewards to in-field users' social timelines **even before they follow**

# Relevant Flow

Bringing up on-demand contextually relevant contents, services and even rich UI **directly into end-users active browsing-flows**, Edge creates **dedicated Internet experiences** for each place, exposes **services** of the facility, hardens **brand imprints**, and promotes better service discovery to ensure **longer user-stays**.

Showing interested local content and loyalty rewards to nearby non-following consumers' timeline which were otherwise out of the online reach, Edge brings an **overall ROI boost** to brand's **loyalty program** / **social execution**, provides **crucial source** for **offline-to-online user conversions**.



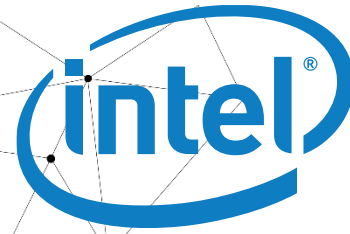


# Immediate Engagement

/ FIG – Engaging Experience  
Tilting Google reveals interactive floor plan

Not limited to Google, Edge brings rich interactive HTML5 experiences, customizable themes and contextual content to all wanted websites, and even apps – all with **no prerequisite of configuration or app installation on users' device**, happens at the moment users join an Edge enabled Wi-Fi.

➤ **Scenarios & Cases**



# Intel Marker Carnival

COVERED: 1000 USERS \* 3DAYS

# Contextual Search

Landing Key Visuals, Schedules, Attendee-Lists, Maps to Baidu

Made available through **Keywords Based Search** and **Branded UI on Landing Page**.





# Social Reach

As edge's Always-On-Top **Sticky SSID** gets users first attention, content sent by event's social account are pushed directly into users' **Weibo timeline**. Converting on scene non-followers into followers.





# Orion Interactive Installation

[ In Progress ] COVERAGE: 10K NEAR-BY USERS (DAILY)



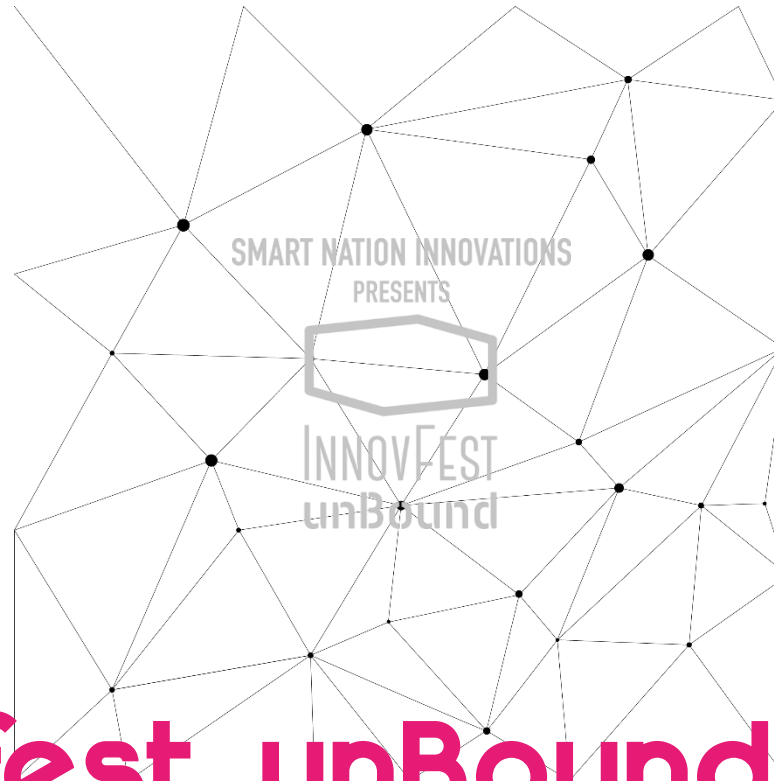
# Crispy Surprise

Upon campaign execution, Edge is activated on Free Wi-Fi Hotspots within picked areas (waiting lane of a theatre), where users normally connect and browse Internet.

It all looks normal at very beginning, until a user shakes the phone, crisps start to flood and fall from the top of the webpage. Surprised users soon create a flocking effect. Screenshots appear all over online channels, delivering profound brand impression.

[Note: Crispy Surprise experience works all over the web upon connection, regardless which website the user browse / stayed]

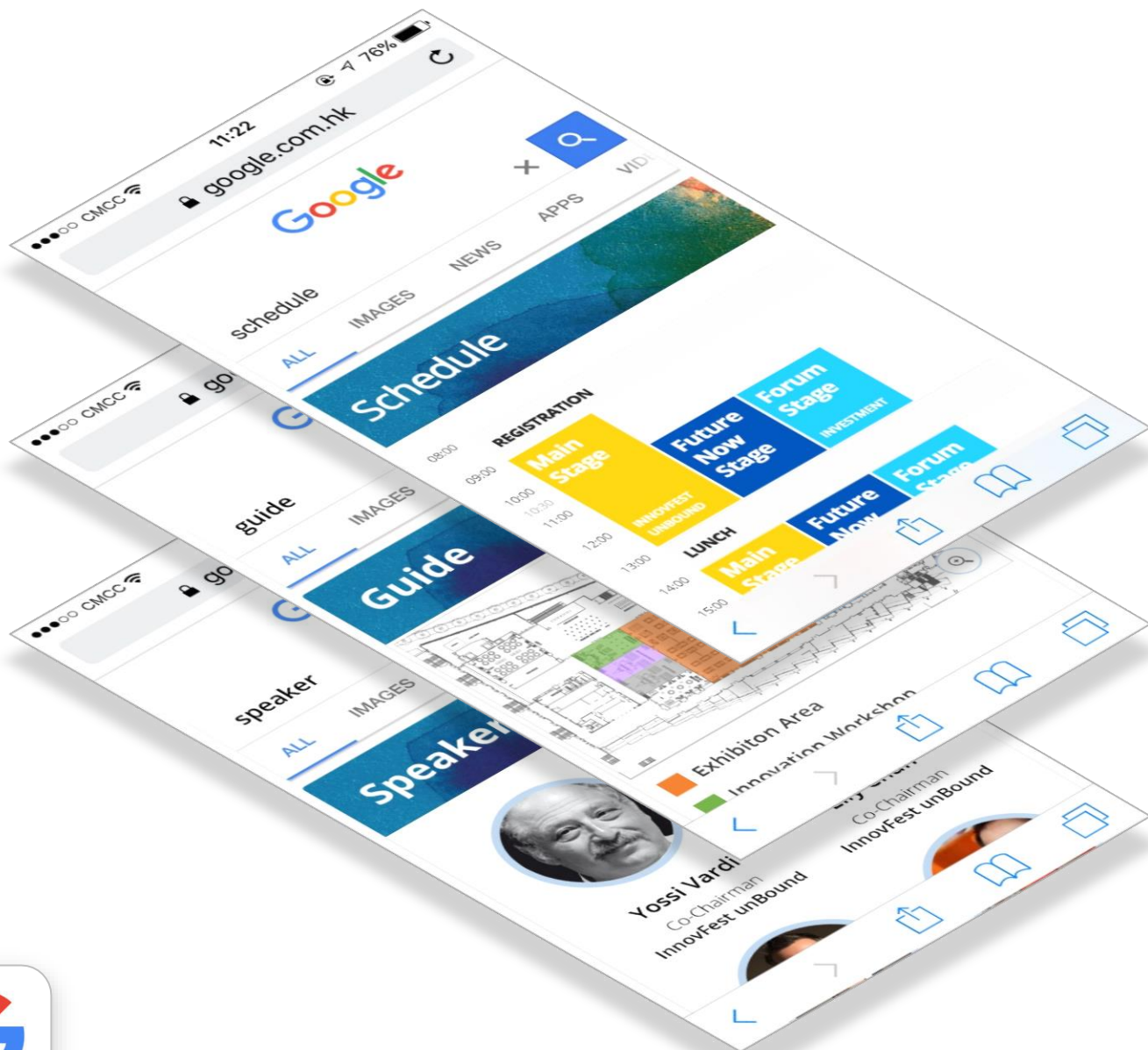
Swiping the screen clears the crisp, revealing a reward page which works as a ticket for product trial. The surprise effect lasts throughout the campaign's life cycle.



# Innovfest unBound

[ AT BOOTH ] COVERAGE: 100 USERS \* 2DAYS





# Contextual Search

Landing  
Key Visuals, Schedules, Attendee-Lists, Maps  
to Google

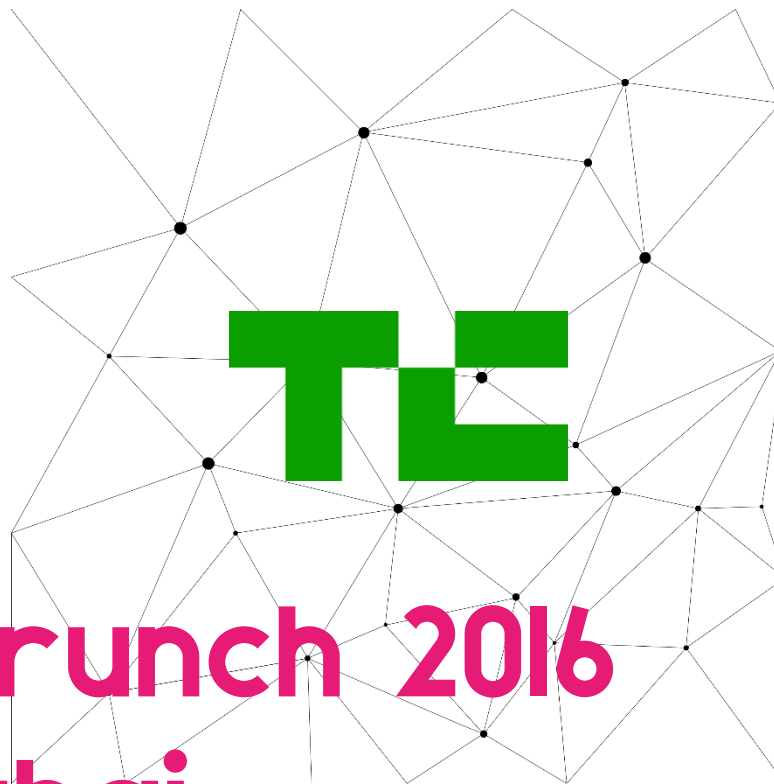
Made available through  
**Keywords Based Search** and **Branded UI** on  
Landing Page.



# Google At InnovFest

Speakers, Partners, Schedule and more,  
all made available for **search** and **browse** using **Google**.  
More could be added for better **QA**, **Social** purposes.





# TechCrunch 2016 Shanghai

[ COMING JUNE ] COVERAGE: 5000 USERS \* 7DAYS



Search



Media



Social

# 360° Coverage

Search engines, social media sources, and 3<sup>rd</sup> party tech-medias are covered within the field of Wi-Fi deployments.

Touching over **5K users per day**, the Wi-Fi will deliver smooth event info coverage to **all channels**.

**> Deployment Methods & Engineering Practices**

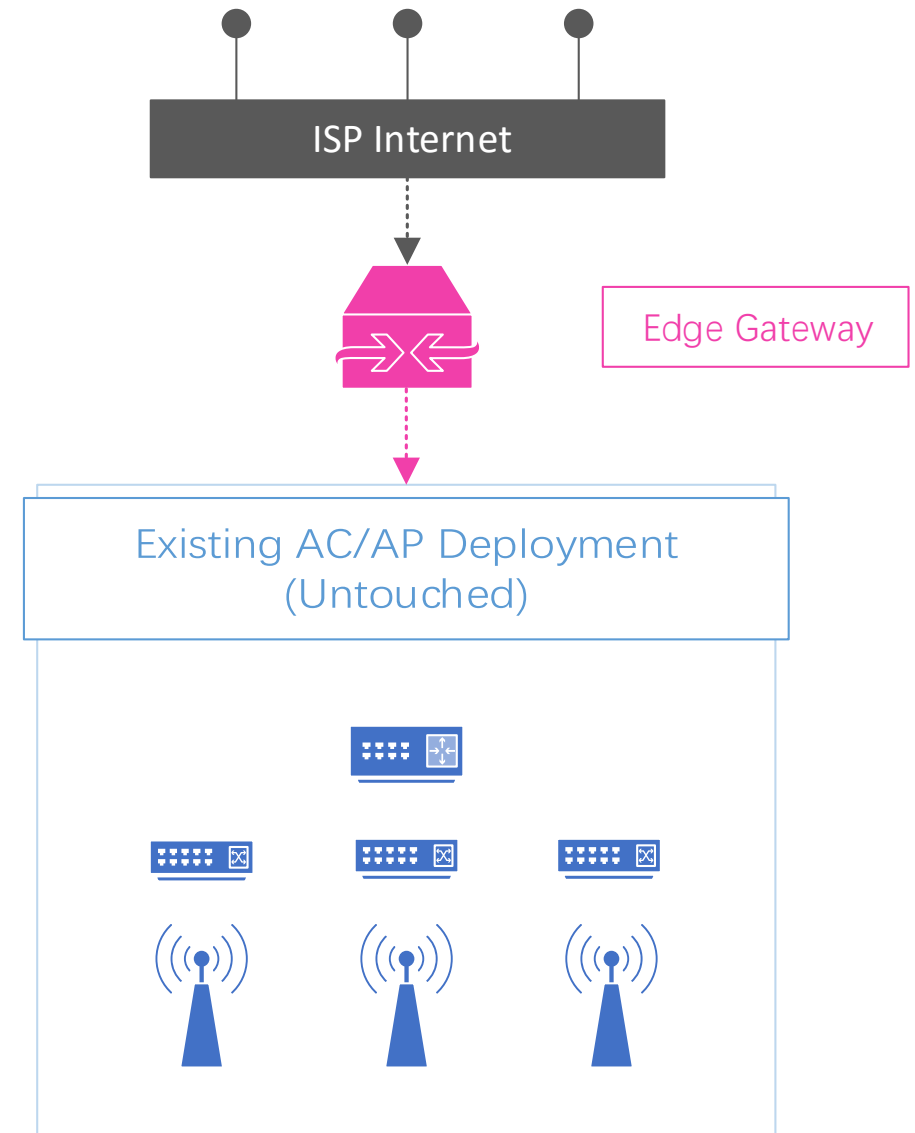
# Large Scale Network w/ Existing Infrastructure

For networks designed with large capacity, **Edge Gateway**<sup>1</sup> is utilized to ensure **minimum** modification / impact to original infrastructure.

**Only A Single**<sup>2</sup> **Edge Gateway is inserted** between ISP Internet Lane and existing AC/AP Controller (Core Router) to complete the deployment, and **all complexities inside original network infrastructure stay untouched.**

<sup>1</sup> Edge Gateway is a high-throughput Core Router running Edge OS

<sup>2</sup> Applies to Networks with single uplink-endpoints (wan).  
The number of Gateway should match the number wans.





## Small Scale Coverage / Temporary Deployment

For pinpoint deployments that are event-driven, temporary, or scaled with single or multiple wireless routers, consumer grade **Wireless Router** flashed with **Edge OS** is used to minimize time and cost of the process, allowing instant deployments with great **versatility**.

The process could even be in **pure software form**<sup>1</sup>, as Edge OS could be installed onto existing Wireless Routers available on site.



Router with  
Edge OS

<sup>1</sup> Edge OS or components of Edge Network can be installed onto well-known open source router systems, if the router runs proprietary software and the firmware could not be touched, a preconfigured router running Edge is then inserted on top of its wan.



➤ Thank you