



wifi

Whitepaper

Internet Within Your Reach

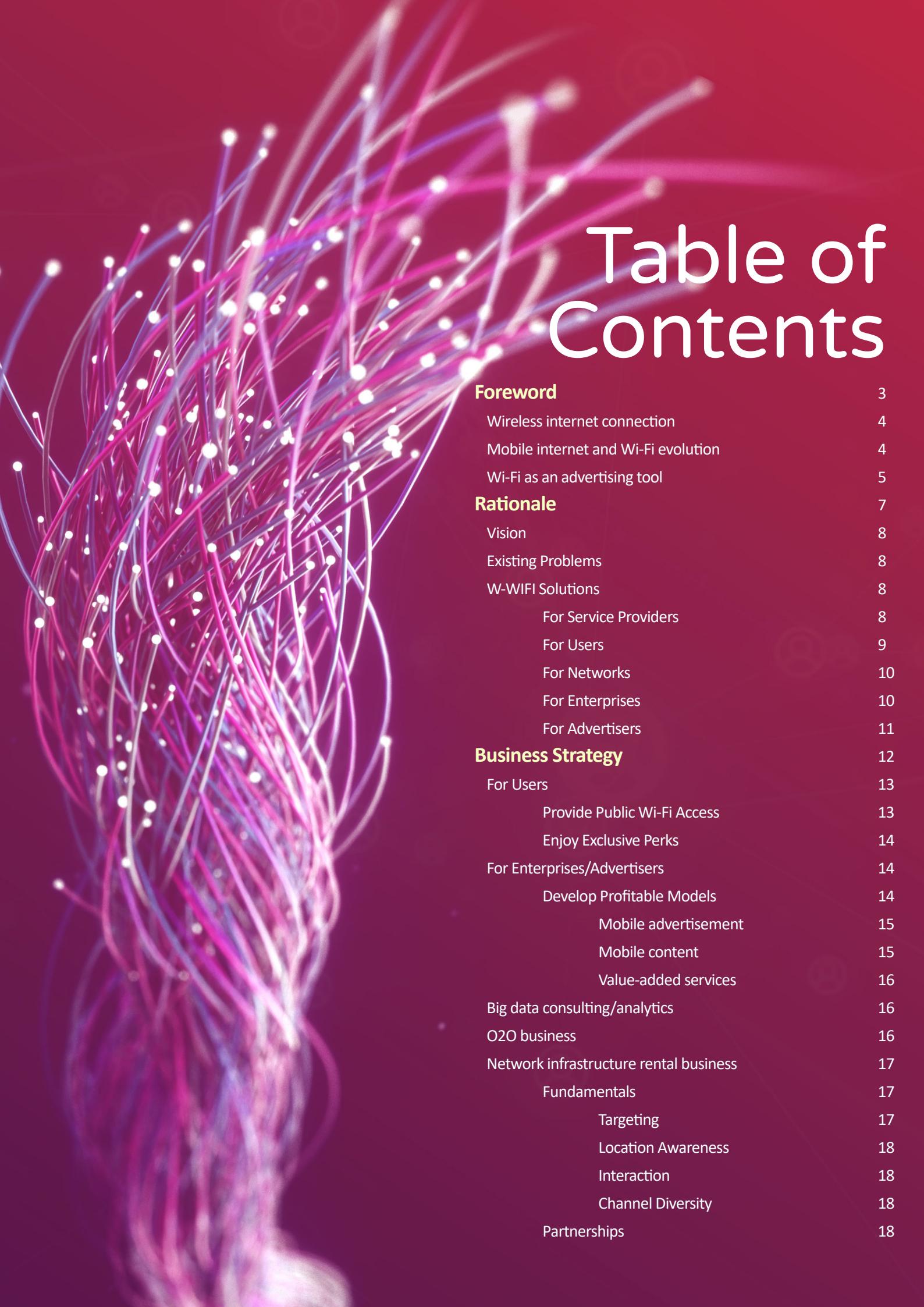


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Foreword

Foreword

Wireless Fidelity (Wi-Fi) is no longer just a convenient accessory; it has become indispensable to our daily lives. With the accelerated use of digital technologies such as online shopping as well as proper data storage for frequent places one has traveled to, Wi-Fi has become a convenient tool to enable such activities. Remarkably, more than half of the global population is currently connected to the internet and that number is projected to grow.¹ Hence, there is an ever-growing need for advanced Wi-Fi connections and applications.

After the Covid-19 pandemic affected people globally, the reliance on the internet has increased. As a result, wireless networks are obligated to improve the efficiency of internet use cases across the globe. With no boundary restrictions, the internet is connecting the world, while enabling huge economic and business development. Even more, it makes everything more easily accessible.

Wireless internet connection

In the past decades, wireless networks have brought a truly revolutionary paradigm shift that enabled multimedia communications between people and devices from any location. As the world moves towards information centricity, there is a need for information accessibility at any time and anywhere.

Wireless networks have brought fundamental changes in internet usage. It gives users the ability to stay connected anywhere in the world without transferring bulky equipment and buckets of wires.² It is a cost-effective way to receive internet on-the-go and the latest technologies instantly. Having wireless networks requires less maintenance and reduced copper connection cables. These have improved and led to the rapid transfer of information within businesses and customers.³

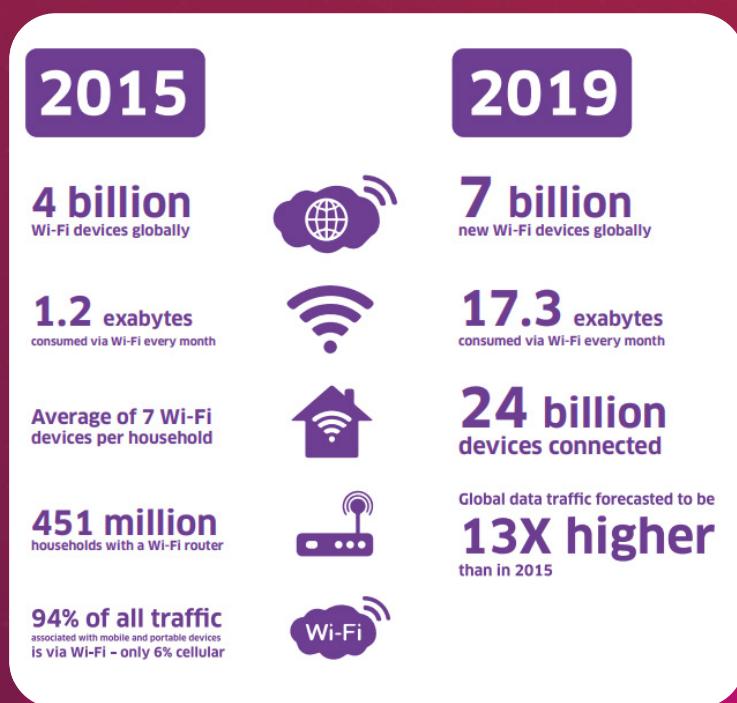
Mobile internet and Wi-Fi evolution

There are more than 5 billion people using mobile phones in the world. Smartphone use is currently growing at an annual rate of 8 percent, with an average of more than 1 million new smartphones coming into use every day.⁴ With this, internet connections keep evolving over the ages with innovations such as the 5th generation network (5G) are being introduced.

Internet users across the globe now have access to superfast speeds on 5G networks from their homes, malls, hotels, offices, and many other places. 5G wireless technology is designed to deliver higher multi-Gbps peak data speeds, ultra-low latency, more reliability, massive network capacity, and increased availability. Additionally, the network is meant to enable higher performance and improve user experience.⁵ As 5G is generally deployed in heterogeneous networks with massive ubiquitous devices, blockchain will provide secure and decentralized solutions.

Foreword

Countries are working towards being the first to deploy fully functional nationwide 5G. The 5G technology is expected to fuel transformative new technologies for consumers, businesses, infrastructure, and defense applications. The fastest 5G networks are expected to be at least 10 times faster than 4G LTE.⁶ Some experts even say they could eventually be 100 times faster.



WiFi standards also keep upgrading to support higher ranges, power, bandwidth, and coverage. The creation of Wi-Fi 6, also known as AX WiFi or 802.11ax WiFi, is a response to the growing number of devices in the world.⁷ Wi-Fi 6 is hence developed to improve speed, improve efficiency, and lessen congestion in heavy bandwidth usage scenarios.

In particular, the Wi-Fi 6 router has explosively fast connection up to 9.6 Gbps, with 4x larger capacity that can handle more devices, and utilizes 1024-QAM.

⁸ Wi-Fi 6 is not only designed to meet today's expectations but to ensure that wireless networks can also flex and evolve to meet the emerging requirements.

Many organizations are shifting to advanced wireless to enable innovation and gain a competitive advantage. Wi-Fi 6 coverage is 500-800 meters theoretically. It benefits from the 2.4G frequency bands, providing a wider coverage with speedy transmission. In fact, greater speed and better Wi-Fi coverage make Wi-Fi 6 an ideal solution for efficient transmission.

Wi-Fi as an advertising tool

With an increase in the number of smartphones and tablets, mobile advertising has become a primary mode in digital advertising. The number of smartphone users is nearly surpassing 4 billion users across the globe.⁹ Also, with more and more people turning to their mobile devices for information, mobile advertising has become an effective way to communicate with people. In fact, \$26.5 billion was spent in the past year by marketers on location-based advertising and the figures keep growing.¹⁰

Foreword

Apparently, advertisers can now personalize their messages to people in real-time, based on their current location. This is why in-app advertising works so well. Mobile continues to be the backbone of online advertising. Hence, the mobile advertising market is expected to reach \$408.58 billion by 2026.¹¹

However, with more people spending time indoors, working from home, and searching for products online, the figures will even go higher than the estimated calculation. More people are now spending their time on mobiles than on desktops; thus mobile advertising reaches a larger audience.

Mobile advertising is a powerful advertising tool resulting from its nature to select a target audience and deliver precise information to them. In this manner, mobile advertising delivers optimum effectiveness wherein probabilities of the response levels can be easily spiked.

With these facts at hand, W-WIFI can be used as an advertising platform to provide brands, agencies, and marketers a unique way to connect with consumers beyond traditional means.

Additionally, through blockchain technology, W-WIFI is the solution to fraud and many other trust-related issues that plague digital advertising. It enables real-time and trustworthy data, while providing consumers with more relevant ads and stronger privacy rights. Furthermore, it enables better data flows among partners.

Consumers get frustrated when they are misinformed or get hacked through fake advertisements by cybercriminals. W-WIFI allows for efficient advertising and a hassle-free experience for consumers. To point out, advertising losses were predicted to be driven to reach \$100 billion by 2023.¹² Therefore, W-WIFI seeks to provide transparency while serving ads and paying for real human interactions on the ads, not automated traffic.

With more people glued to their mobile gadgets, mobile advertising will increase customer engagement for businesses. Also, W-WIFI offers a cost-effective way to advertise products. Furthermore, using targeted advertising, consumers can receive adverts based on their preferences, previous purchase history, or location. This will help avoid sending annoying and unwelcome adverts that other users will ignore.

Rationale

Rationale

Vision

W-WIFI aims to establish a website portal that provides total online services with an infrastructure. In the long-term, the ultimate target of W-WIFI is the big data business where a single application can create enormous added value. With this in mind, W-WIFI will continuously increase its database and develop profit models.

Existing Problems

Internet connections may experience slow connections resulting from various reasons such as a problem with the modem or router, slow DNS server, WiFi signal, and many device connections on the network saturating the bandwidth.¹³ Internet connection issues also result in how the various joint networks are operating. Though several technical factors have been experienced in the past with internet connections, modern internet architectures and protocols have developed solutions to avoid broadband router configuration errors and wireless interference among the list.

With the advancement of technology, many routers can stretch from a range of 150 to over 300 meters. However, there is a need to consider where routers are placed in order to get a good quality signal. To avoid signal problems, routers should be placed in or near the room where it will be used the most. Some problems exist due to malware attacks, misconfigured firewalls, or outdated browsers.¹⁴

Some problems with internet connections arise as strict regulations are imposed by governments regarding access to the internet. A number of countries have put in place measures such as proxy servers in a bid to limit access to sites that might be viewed as a threat to economic stability. Issued permits for internet access come with strict surveillance of usage and WiFi purchases.¹⁵ In some countries, citizens struggle to connect due to limited mobile coverage.

W-WIFI Solutions

For Service Providers

W-WIFI guarantees instant and high-speed internet connections within an area of coverage. We offer multiple Internet access options, all available globally. We aim to solve the complexity of sourcing, deploying, and managing local internet access.

Rationale

Internet Service Provider	W-WiFi Solutions
Slow internet performance	Offers high-speed connection in collaboration with KMT's technology and blockchain's decentralized infrastructure
Slow internet performance	Through the W-WIFI mobile app, users can connect and have instant internet connectivity
Slow internet performance	Wider internet area coverage will be available
Low/limited bandwidth	A variety of internet bandwidth will be available depending on the number of W-WIFI routers in the area

For Users

W-WIFI aims to provide a remarkable user experience where users can enjoy internet connection continuously without interruption. W-WIFI is a platform that enables users to have an internet connection whenever they need to.

Users	W-WiFi Solutions
Costly internet connection	Provide free Wi-Fi with affordable package rates that are suitable for every user's needs
Low-security connection	Provide a high level of security through blockchain
Installation problems	Develop a mobile app compatible with iOS and Android devices
Slow transmission speed	Boost transmission of internet bandwidth through blockchain

Rationale

For Networks

W-WIFI will provide a strong and stable connection in different places in a decentralized manner. The platform will develop an app designed to adopt different types of frequency signals available in different places. This will ensure that users such as travelers and commuters will have access to the internet wherever they are.

Network	W-WiFi Solutions
Area availability	Through the W-WIFI router, the W-WIFI hotspot can cover a wider range of different areas
Slow internet speed	Through the help of blockchain, we will be able to reduce latency and increase connection speed
Limited coverage	Enable a wider coverage of internet connection
Intermittent connection	Prevent any unnecessary disruption as W-WIFI hotspot signals are being transmitted via blockchain

For Enterprises

W-WIFI is your first choice as a business internet advertising platform. We serve the best combination of reliability, proper target audience; as well as generate traffic for your adverts. Not only is W-WIFI budget-friendly, but your adverts can also reach a wide base of clientele across the globe through our vast network users.

Enterprises	W-WiFi Solutions
Improper target audience	W-WIFI ensures that adverts reach the proper target audience based on valid big data such as location, frequently visited places, and other info in the database
Lack of consumer engagement	Through the W-WIFI mobile app, enterprises can have smart promotions and conduct feedback/surveys.
Fraud from fake adverts	W-WIFI team will ensure legit advertisements to avoid consumers being tricked by cybercriminals
Generate traffic	W-WIFI will help drive qualified traffic to their online store. Adverts will be made visible where your audience is paying attention

Rationale

For Advertisers

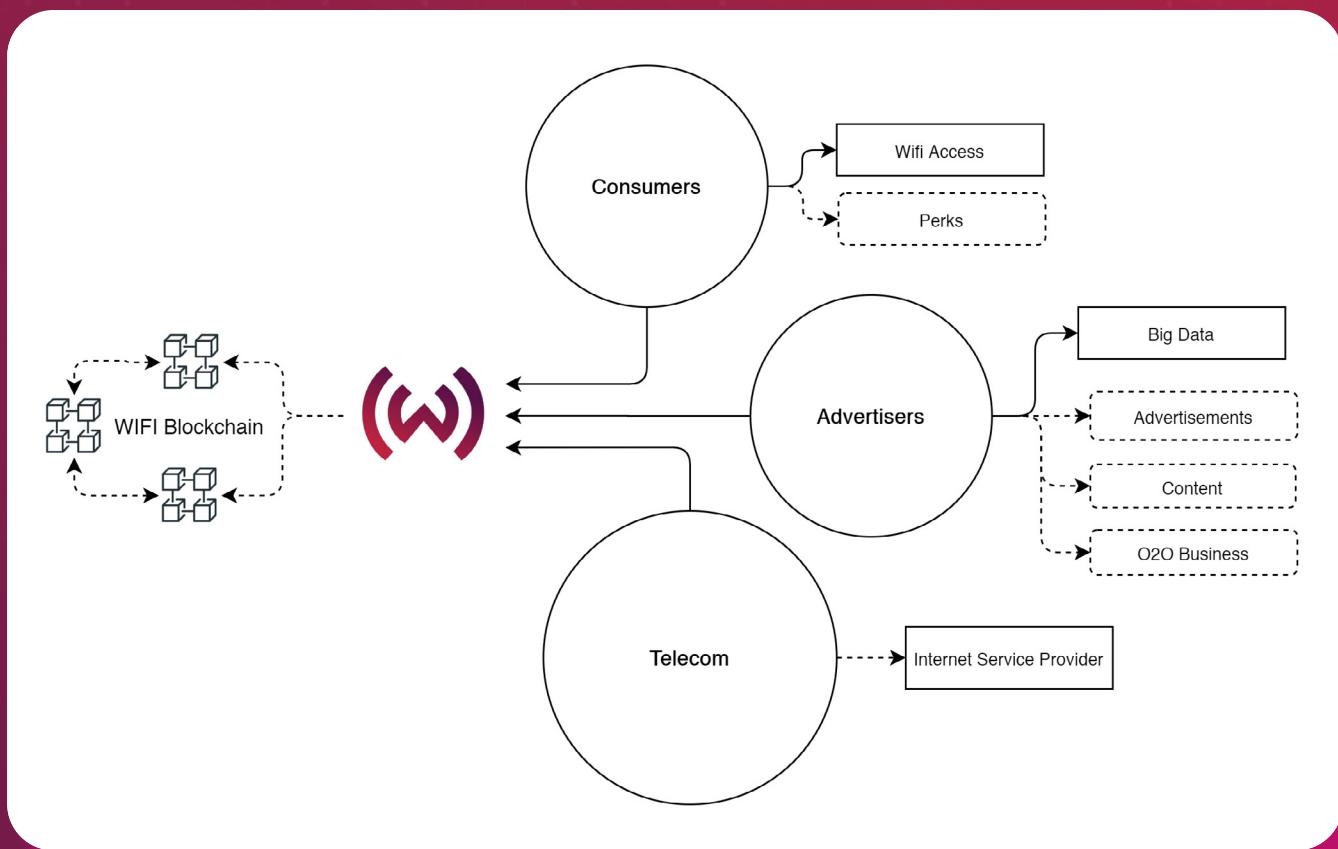
As an advertiser, it can be challenging to stay ahead of the competition and ensure that your business reaches the right audience. W-WIFI is there to assist you to convert casual site visitors into paying customers in the most cost-effective advertising manner. Whether you are a beginner or a veteran in your business, we offer you the technology and experience to boost your online presence. Hence, we aim to deliver the best internet advertising results.

Advertisers	W-WiFi Solutions
Buffering internet connections	W-WIFI utilizes high-speed internet connectivity. Consumers will not miss/skip the ads due to delayed loading speed
Reduced exposure	Adverts have to reach a wider audience in order for the product to be recognized. With a vast array of customers that use W-WIFI, large-scale exposure is achieved
Ad Blockers	W-WIFI will ensure that adverts reach target preferences and engage users without getting blocked or banned
Expensive advertisements	W-WIFI offers a cost-effective advertisement platform. Advertisers can reach consumers at an affordable budget using WIFI tokens

Business Strategy

Business Strategy

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W-WIFI Business Model – Consumers, Advertisers, Telecom

For Users

Provide Public Wi-Fi Access

W-WIFI, based on MHN /Mobile Hotspot Network, is tied up with KMT to establish public Wi-Fi network installation for the national policy project of Southeast Asia. It is focused on providing a low-latency network that enables faster loading speed to users.

Business Strategy

Users who will download the W-WIFI App can seamlessly browse the internet and stream various types of content by connecting to any W-WIFI-enabled hotspots within the area. These hotspots are powered and protected by blockchain technology. This ensures that even with public Wi-Fi access, your data and device are safe from any cyber attackers.

Users can accumulate the platform's native token (ticker: WIFI) by accessing the internet through W-WIFI hotspots. Through this crypto, users can purchase online, pay for services, and in-cash crypto via points in the W-WIFI App itself.

By providing public Wi-Fi access to users, W-WIFI promotes an advantageous platform with additional perks and benefits. Not only will users have a hassle-free browsing experience, but also earn and utilize cryptocurrency for different mobile-specific activities.

Enjoy Exclusive Perks

W-WIFI allows users to enjoy shopping at various online shopping stores and other franchises. They are offered with discounted prices by using the W-WIFI App and convert their WIFI tokens into points that can also be used as payment. Moreover, for every friend that signs up within the W-WIFI App, referral rewards will be given. These exclusive perks are only accessed by W-WIFI network users. Aside from accessing the internet in an unrestricted manner, you can take pleasure in buying items in supported shopping malls and partner franchises of the network.

For Enterprises/Advertisers

Develop Profitable Models

W-WIFI is a leader in the global IT industry. In line with this, it continues to focus on generating profitable models involving additional content and services. This can be optimized and streamlined for other existing modern technologies such as cloud, big data, artificial intelligence (AI), internet of things (IoT), and other mobile platform services. This is aligned with W-WIFI's ultimate business goal of big data consulting.

Business Strategy

Clearly, much of the value here relates to providing services for businesses of all types including carriers, small-to-medium businesses, enterprises, brick-and-mortar stores, and public venues. These organizations see Wi-Fi as a strategic business component. Yet, they don't often have the expertise to deploy and operate a network or lack the recognition of value in their end-users enjoying connectivity as they move into or out of the location of their business.

As data is considered to be the new oil, W-WIFI acknowledges the fact that alongside providing access to the web, it expands its platform to help interested parties to monetize and improve their businesses digitally.

- Mobile advertisement

Generally speaking, various businesses and advertisers would be interested to run mobile advertisements. This is considering that there are 5 billion unique mobile phone users in the world today. W-WIFI allows the supervision of advertisements through a public Wi-Fi connection.

By leveraging internet-related services for advertising, a more profitable business model comes into play. By collaborating with businesses that will support advertisements for the public, W-WIFI will fuel the revenues and serve as a reliable digital marketing platform.

Mainly focusing on providing a fast and stable internet connection to users, businesses, and advertisers can simultaneously gain through brand exposure and targeted promotions.

- Mobile content

Over the next five years, the overall mobile media revenue from consumers and advertisers is forecasted to be worth \$860 billion. This is a result of the rising number of mobile broadband-enabled smartphone owners, 5G penetration, and consumers relying on mobiles to access information, news and social networks, play games, watch video content, and listen to music.

Thus, consumer demand for numerous content formats on smartphones is very essential for content creators, publishers, and distributors to understand. Taking this into account, W-WIFI is willing to work with specific market participants in delivering a more immersive mobile experience.

W-WIFI enables a high-speed information and communication infrastructure that can handle mobile content for users. In this case, those who are willing to use and pay premium content using WIFI tokens can do so.

Business Strategy

- Value-added services

W-WIFI is not limited to one scope only. Instead, it aims to broaden its services for enterprises and advertisers. In this way, it maximizes the potential of blockchain-based security, modern-enhanced internet connectivity, and big data technology.

Big data consulting/analytics

With various datasets such as location, behavioral, demographics, and social, W-WIFI would provide big data consulting services. Secure and aggregated across the blockchain, this data is safe from vulnerability and mishandling. What is more, anonymity and privacy are maintained according to applicable laws depending on the user's jurisdiction.

With W-WIFI's big data consulting, improvements in performance, cost-optimization, security, and data quality can be achieved. Customer behavior analysis, in-store personalization, as well as network management and optimization, are some of the solutions provided.

With blockchain and big data combined, W-WIFI amplifies the digital user experience and helps companies transform large volumes of raw data into actionable insights for informed decision-making and accelerated business value.

O2O business

Online-to-offline (O2O) commerce is a business strategy that identifies and draws customers from online channels to make purchases in physical stores. In W-WIFI, this can be done through Wi-Fi advertising. By choosing a variety of tools and approaches, customers will convert from being digital consumers into in-store buyers.

The primary goal of O2O commerce is to create product and service awareness online. This will allow potential customers to research different offerings and then visit the physical store to make a purchase. When done strategically, O2O could increase retail sales, both short-term and long-term.

Through W-WIFI, retailers could build up a database of customer information including their name, age, address, interest, and even shopping behavior. As a result, this data will improve the customer engagement strategy of the brands, leading to a higher level of customer loyalty.

Business Strategy

Conversely, it takes time for store staff to collect very detailed information after a purchase. Not to mention prospective customers who leave without buying anything will be left unreported. With W-WIFI, gathering customers' data is much more effective since customers do it on their own time once they are connected.

With visitors who don't buy any items for the first time, information can still be collected and converted into leads to be nurtured. With a rich database of customers done through W-WIFI, retailers can use marketing methods to convert leads to customers or enhance customers' engagement with their business.

Network infrastructure rental business

To put it simply, network infrastructure refers to all of the resources of a network that make internet connectivity, management, business operations, and communication possible. With this in mind, W-WIFI is capable of renting out hardware and software systems and devices to enable effective communication and service between users, applications, and services.

Running a smooth operation requires a robust, clean, and secure network infrastructure. Without the right network infrastructure in place, enterprises may suffer from poor user experience and security issues that can impact productivity, costing, and branding.

Being based on blockchain, W-WIFI has a reliable IT infrastructure and also qualified developers that maintain its well-built network infrastructure. Therefore, W-WIFI offers vital elements of network infrastructure that are robust, secure, and critical to organizational excellence.

Fundamentals

In terms of mobile advertising, W-WIFI put to use the following to successfully run brand promotions. In this way, enterprises and advertisers can acquire maximum returns from their WIFI investments.

- Targeting

By utilizing W-WIFI's platform, mobile advertisements are targeted to specific customer groups. This is relevant to avoid wasting money on a general audience that may lessen the chance of a conversion. By targeting the right set of multiple groups, enterprises can ensure favorable results. Moreover, different advertisements can be delivered for a certain customer or group depending on factors such as visited websites, search inquiries, social profiles, etc.

Business Strategy

- Location Awareness

With W-WIFI, the mobility and portability of devices are utilized. Focused on smartphones and tablets, location-based technology has taken a prominent role in allowing retailers and advertisers to use location sensing to suggest products or services to consumers. Regardless of geographic restrictions, targeted advertisements can reach customers across borders.

- Interaction

Another advantage that W-WIFI offers to enterprises is enabling interactive communications through advertisements. Maximizing the effect of mobile advertisements, customer responses can be gathered in real-time and stored in a decentralized database. By interacting directly with customers, immediate results and insights can be derived from gathered data.

- Channel Diversity

Optimizing Wi-Fi access pages as an advertising channel is possible for a variety of ad formats. Depending on the message that will be delivered, enterprises and advertisers can customize their advertisements. Moreover, as customers get targeted for W-WIFI's mobile app advertising, gathered data can give better ideas on which delivery media to use in pursuing customers.

Partnerships

- KMT and CAT Telecom (Thailand)

W-WIFI is tied up with KMT to establish a public Wi-Fi network installation for the national policy project of Southeast Asia. Upon launching its "W" website portal, it focuses on two core components in the IT industry: data transfer rate and mass transmission technology.

KMT has successfully commercialized its proprietary technologies. As a result, W-WIFI benefits from the data transfer rate and the mass transmission technology of KMT which is 100 times faster than any others in the world. KMT is developing its launch on Wi-Fi network installation throughout Southeast Asia after its successful launch in Thailand.

W-WIFI, with its affiliate KMT, has completed the contract of public Wi-Fi installation in Thailand alongside the state-owned CAT Telecom of Thailand. High-tech public Wi-Fi access will be provided in BTS and MRT.

Business Strategy

- Seoul Metro (Korea)

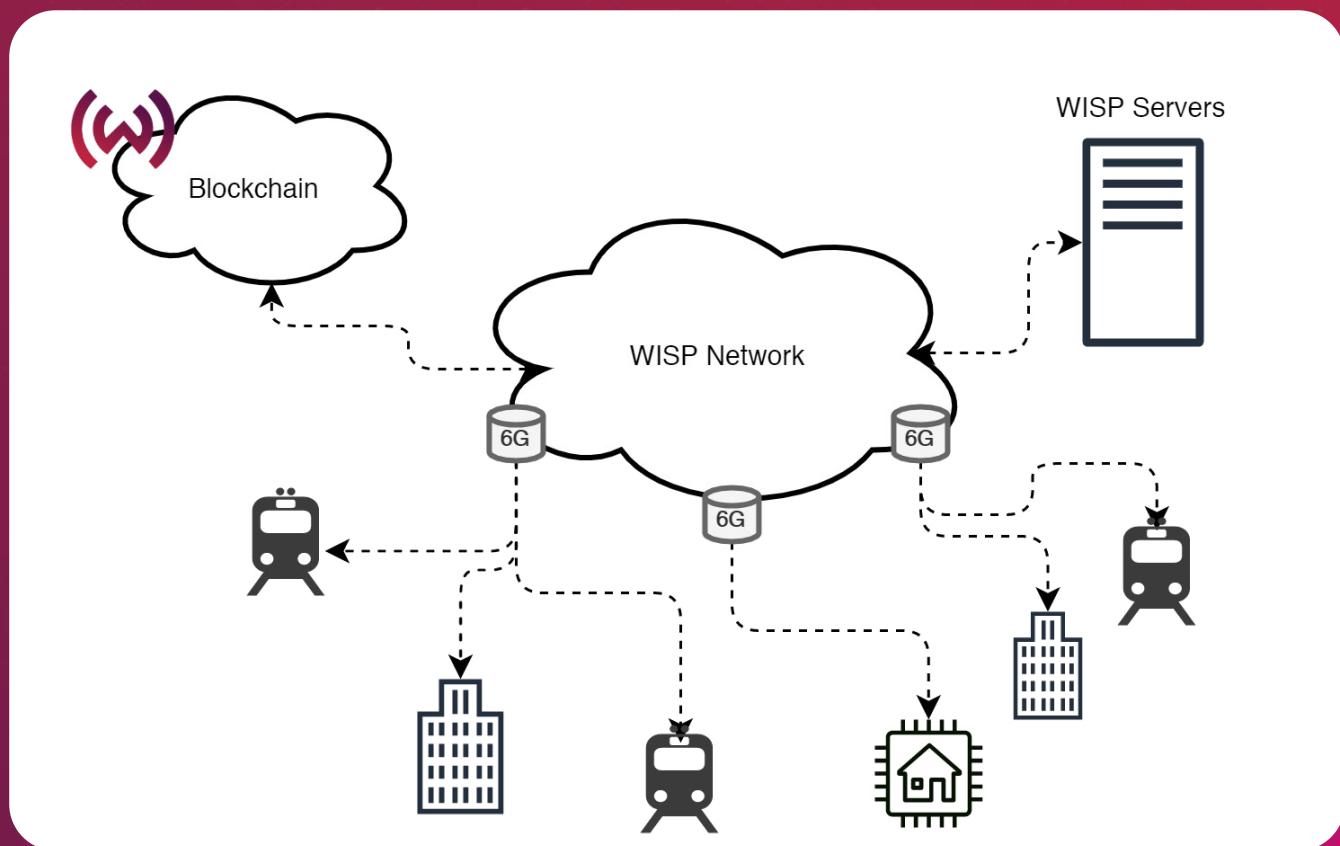
A presidential election pledge of mandatory public Wi-Fi service by the Democratic Party of Korea is done in 2017. In line with this, W-WIFI aims to present and negotiate a technical proposal to the Seoul Metro Corporation and the Seoul Metropolitan Government for its public Wi-Fi network installation.

Targeting the end of Q2 2021, W-WIFI aims to complete the contract for the Seoul Metro and establish its free and ultra-fast public Wi-Fi system.

Technology Infrastructure

Technology Infrastructure

W-WIFI aims to resolve the existing problems and demands within standard internet connections, various service providers, enterprises, and advertisers. The innovative mesh network delivers decentralized internet access that allows fast, affordable, and stable connection within public places and easily accessible hotspots.



W-WIFI Overall Backend Infrastructure — Public Wi-Fi Access

The diagram above shows the interoperability on the backend infrastructure among W-WIFI's main products and services. These include the wireless internet service provider (WISP); the main W-WIFI network based on blockchain; W-WIFI routers owned by network subscribers; and the W-WIFI hotspots that can be accessed by the users through the W-WIFI mobile app.

All transactions, activities, and information within the W-WIFI platform are stored, secured, and verified through the Ethereum blockchain. As the project progresses, mainnet development can be done accordingly.

Targeting not only individual users but network providers like public transportation, malls, offices, hospitals, and universities, W-WIFI is a simple, handy, and profitable source of internet bandwidth to internet users in need.

Technology Infrastructure

To be able to provide access to stable and secure public Wi-Fi access, the underlying components within the W-WIFI platform involve the following:

Wireless Internet Service Provider (WISP)

A wireless Internet service provider (WISP) is an Internet service provider (ISP) that allows its subscribers (individuals or local-based network providers) to connect to a specific server at designated access points. Typically, this type of ISP offers broadband service and allows the subscriber devices, or referred to as stations, to access the Web from any time and anywhere within the scope of coverage, that has a range of several kilometers.

WIFI might subscribe to a WISP to serve its users. But to provide a more receptive approach, partnering with local subscribers who have generally a good internet speed of 12-25 Mbps, as recommended by the Federal Communications Commission (FCC), is the main goal of the W-WIFI platform. This will enable the subscribers — the W-WIFI platform's network providers — the liberty of accessing the W-WIFI router and deliver a steady W-WIFI hotspot signal.

W-WIFI collaborated with KMT's capability to allow a 100x faster data transmission rate and mass transmission technology. This enables W-WIFI to deliver internet connectivity in a faster, more flexible, more scalable, and more efficient manner.

W-WIFI Network

The W-WIFI network is specially designed to be of service to interested and qualified network providers connected to their own WISP. The network offers a decentralized internet service system that provides and verifies network access through the Proof-of-Coverage (PoC) consensus, guaranteeing secure and authentic data and signal transmission.

W-WIFI has a decentralized wireless network (DWN) built on top of the Ethereum blockchain to provide wireless access to smart devices and enables multiple independent network subscribers (miners) to form the W-WIFI network and streamline internet access connection. Through the W-WIFI router, miners can share their bandwidth access to be rewarded with WIFI tokens. These tokens will be credited directly through their W-WIFI Pay Wallet account.

Technology Infrastructure

The W-WIFI platform is the DWN operated by miners through the W-WIFI router and W-WIFI mobile app to deliver seamless W-WIFI-enabled hotspots. The platform is decentralized and forms a massive mesh network that will connect devices to the Internet in a convenient and cheap manner.

A mesh network is a network topology wherein nodes connect directly and non-hierarchically to the Internet. End-to-end encryption within mesh nets ensures that nobody can scrape metadata within the route of transactions. This infrastructure is already existing within cell phones and electronic devices. By connecting to each other instead of WISP, individuals have lower barriers to entry, creating a fairer and more open market. Through the W-WIFI network, every miner can be incentivized when transmitting data (sharing their bandwidth) to the users. A decentralized and permissionless internet is made possible through cryptocurrency — WiFi tokens.

Wi-Fi 6 and 6G

Integrating the latest wireless technology today, W-WIFI delivers the next generation of Wi-Fi based on the Institute of Electrical and Electronics Engineers (IEEE) 802.11ax standard. Also known as Wi-Fi 6, its key benefits include higher data rates, an increase in overall network capacity, improved performance in dense and congested environments, and improved power efficiency. Moreover, it allows W-WIFI to handle simultaneous multiple user operations in the same channel, increased simultaneous upload capability, better spectrum usage, and new modulation modes.

Through W-WIFI public hotspots to be launched at locations like railway stations, metro stations, hotels, airports, cafes, markets, educational institutions, parks, and other public places, Wi-Fi 6 access is delivered to consumers.

Alongside this, W-WIFI can fuel 5G network devices and its supposed successor 6G. 5G networks began rolling out in the United States and around the world in 2018 and are still in their early days, but experts say the potential is huge. Samsung, Motorola, Huawei, LG, OnePlus, and several other device makers have released 5G phones.

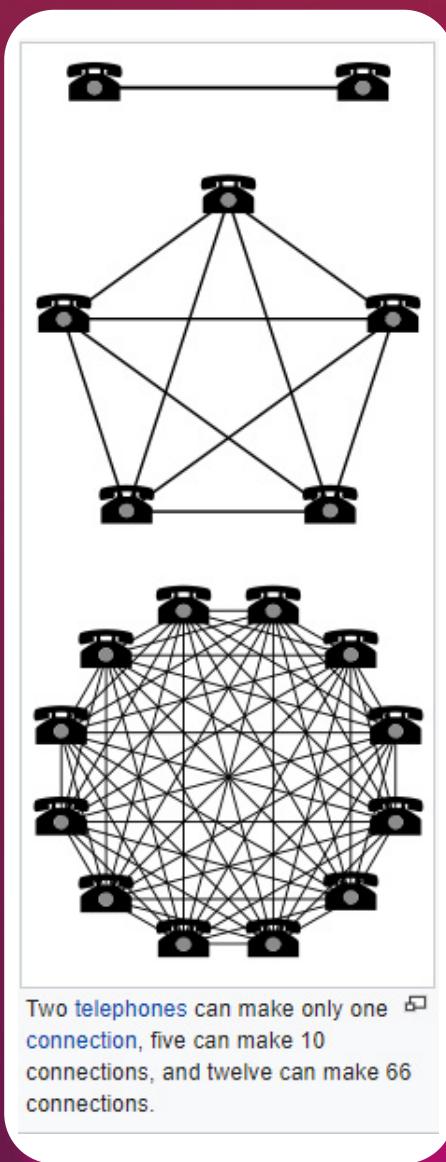
5G is designed to support a 100x increase in traffic capacity and network efficiency, delivering up to 20 Gigabits-per-second (Gbps) peak data rates and 100+ Megabits-per-second (Mbps) average data rates. 6G, on the other hand, and will be likely to be significantly faster, at speeds of ~95 Gbps. Several companies (i.e. Nokia, Samsung, LG, Apple) have already shown interest in 6G.

As a pioneer of the wireless internet revolution, W-WIFI is working on being compatible with these devices to proliferate sustainable mobile internet access.

Technology Infrastructure

Wireless Network Coverage

W-WIFI applies Metcalfe's Law which states that the value of a network is proportional to the square of participants. This means every time another person connects into a network, it will allow additional connections to be made. Economically-speaking, the impact is multiplied and becomes exponential.



Initially applicable to telecommunication networks, the network effect is later deemed to be beneficial to the Internet and social media consumption. More importantly, as crypto assets emerge as new verticals, it shows a significant effect.

This is not about the blockchain technology itself. Instead, it is about how this technology enables wireless internet networks to work efficiently. Users and miners are able to connect, collaborate, and influence one another to build mutual affinity and trust within the W-WIFI network.

Similar to how two telephones can make only one connection, as more people acquire W-WIFI routers, the number of W-WIFI hotspots that will be established would grow in multitude.

Communities that will benefit from the W-WIFI network will emerge and the decentralized sharing economy will become more robust.

Miners must prove that they are providing wireless network coverage to the users and a specific device is able to conveniently connect to the W-WIFI hotspot and communicate with the Internet. By complying with the PoC protocol, W-WIFI network participants and other miners can audit and verify.

Technology Infrastructure

add_hotspot Upon registering a new W-WIFI Hotspot on the W-WIFI network, this can be detected on an existing W-WIFI mobile app account. Thus, mining rewards can be earned when users connect to this specific Hotspot.

Property	Description
hotspot_address	The public key address of the W-WIFI Hotspot added to the network
subscriber_address	The address of the subscriber (owner) account
signatures	Mutual signatures of the owner and W-WIFI Hotspot

assert_location To know the exact location of the W-WIFI router, which is the source of the W-WIFI hotspot, the registered location in the form of geographic coordinates will be taken.

Property	Description
hotspot_address	The address where the W-WIFI Hotspot is located (latitude, longitude, and altitude)
signature	The signature of the W-WIFI Hotspot

payment Upon accessing the Internet through the W-WIFI hotspot, any premium content purchase and data package that require WIFI tokens will be moved from the user's account to the network provider's account as compensation.

Property	Description
sender_address	The address of the payer
recipient_address	The address of the payee
value	The amount of WIFI tokens to be sent
signature	The signature of the payer

Technology Infrastructure

Authentication within the WIFI DWN uses modern public-key encryption and NIST P-256 ECC key pairs, wherein the public keys for all participants are stored in the blockchain.

As a blockchain-based internet service network, the chain data structure of the W-WIFI platform is built and protected with cryptographic methods, hashing, and asymmetric encryption. There is no centralized control mechanism as the network functions in a decentralized manner. No single W-WIFI router can take over the whole network. This user-centric approach is implemented within W-WIFI's P2P network through distributed recording, signal transmission, and storage.

W-WIFI Hotspot

In effect, the W-WIFI router becomes an informal access point for the Internet, creating an invisible “cloud” of wireless connectivity all around it, known as the W-WIFI hotspot. Any device inside this cloud can connect to the W-WIFI network, forming a wireless local area network (WLAN).

W-WIFI hotspots are physical network locations that provide wide-area wireless coverage. Hotspots transmit data back and forth between W-WIFI routers, on the Internet, and user devices while generating Proofs-of-Coverage for the W-WIFI network. Hotspots are constructed using commodity open-standard components with no centralized proprietary hardware.

Each hotspot can support thousands of connected devices and provide coverage over hundreds of kilometers of radius. W-WIFI hotspots can connect to the Internet using any TCP/IP-capable backhaul such as Ethernet, Wi-Fi, or Cellular. Each hotspot contains a radio frontend chip capable of listening to several MHz of radio spectrum at a time and can hear all wireless traffic transmitted within that range.

W-WIFI Router

W-WIFI routers are WISP-enabled hardware devices that provide encrypted data and bandwidth supply from network subscribers (miners). In locations with an adequate number of miners, W-WIFI routers can expand the network coverage and obtain enough copies of a packet to match and connect with a user’s device.

These routers are the termination point for data encryption. Any W-WIFI hotspot on the W-WIFI platform can transmit a user’s device data to the appropriate router without interruption. These routers will be responsible for confirming if the hotspots are delivered to the correct destination and if the miner should be paid for their service.

Technology Infrastructure

W-WIFI routers are Internet-deployed physical devices that receive packets from user devices via W-WIFI hotspots and route them to appropriate destinations such as an HTTP or MQTT endpoint. These routers serve the following functions on the W-WIFI network:

- Authenticating user device data with the network;
- Receiving packets from W-WIFI hotspots and routing them to the Internet;
- Delivering downlink messages, including OTA updates, to a user device via hotspot;
- Storing and making available a full copy of the blockchain ledger by acting as a full node

When a W-WIFI hotspot receives a data packet from a user's device on the W-WIFI network, it queries the blockchain to determine which router to use given the user device's W-WIFI network address. Anyone is free to host their own router and define their traffic capability to be delivered by any hotspot on the W-WIFI network. This ability allows users of the W-WIFI network to create VPN-like functionality whereby encrypted data is delivered only to a router (or set of routers) that they specify and can optionally support their bandwidth requirement.

Proof-of-Coverage

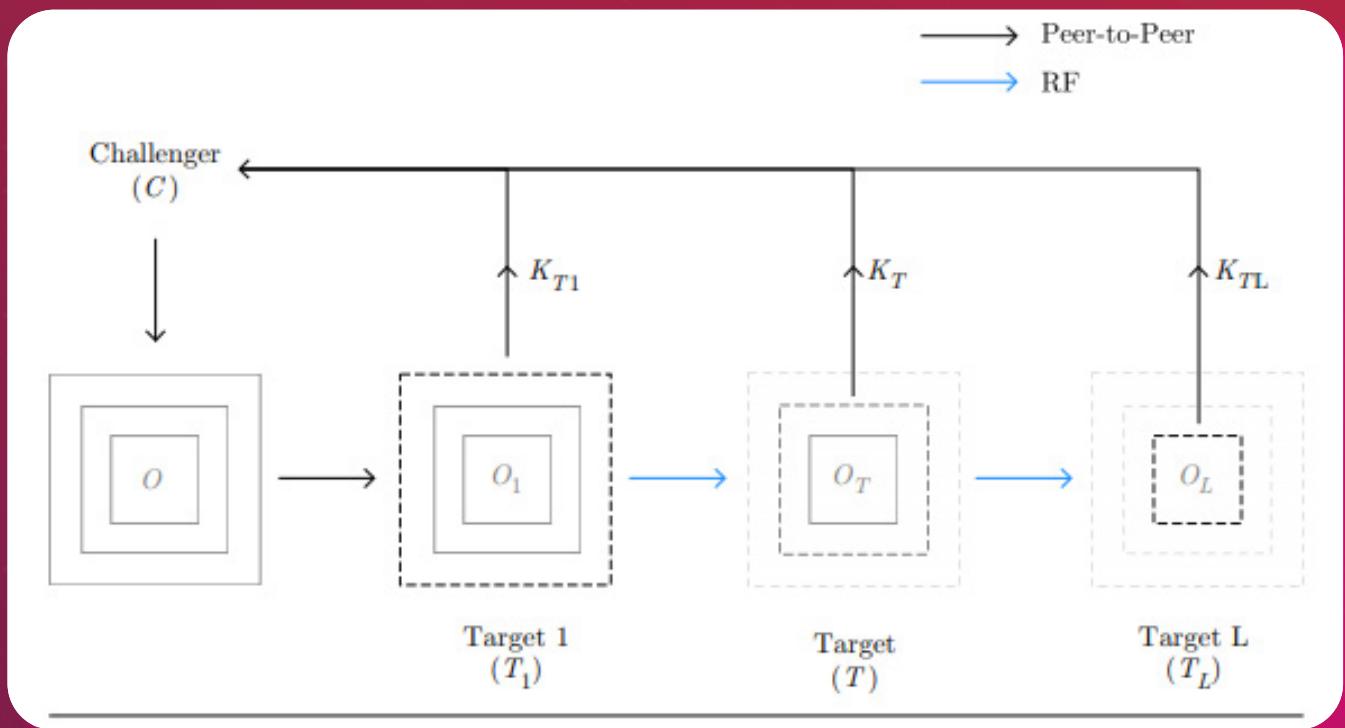
To be able to ensure that the provided wireless network coverage is reliable and effective, a cryptographically-secure and inexpensive computational method is implemented. The PoC allows miners to verify each other's provided bandwidth and strengthen a specific W-WIFI hotspot's reputation within the W-WIFI network.

Proof-of-Coverage is an advanced proof that allows miners to prove that they are providing valuable wireless network coverage W in a specific area to a challenger, C . It is an interactive protocol where a set of targets T_n asserts that W exists in a specific location L and then convinces C that T_n is indeed creating W and that said coverage has been distributed using the W-WIFI router. Moreover, PoC is a pioneering protocol that intends to confirm the accuracy of miners in a physical space, and then use it to achieve consensus on a blockchain network.

With Proof-of-Coverage, W-WIFI aims to solve the following:

- Verify that miners are operating W-WIFI router that is compatible with WISPs;
- Verify that miners are located in the geography they claim to be at; and
- Correctly identify which network provider is appropriate in case of conflict

Technology Infrastructure



Sample Multi-Layer Data Packet Deconstruction

Our goal is to verify whether miners in a physical region are sincere and create wireless network coverage compatible with various WISPs. To do this, a challenger C deterministically constructs a multi-layer data packet O which begins at an initial target, T_1 , and is broadcasted wirelessly to a set of sequential targets, T_n . Each target is only able to decrypt the outermost layer of O if they were the intended recipient. Each target signs a receipt, K_s , delivers it to C , removes their layer of O , and broadcasts it for the next target, T . network.

Big Data Processing

Due to the increased focus on data-driven digitalization with big data technologies over the years, this industry is expected to reach \$57 billion by 2020.

Considering this, W-WIFI combines big data and blockchain together to bring its big data consulting business up and running. Generally, big data comprises large sets of data, it contains a massive volume of heterogeneous data in the form of structured, semi-structured, and unstructured.

In the case of W-WIFI, advertising is the primary source of big data to be processed.

Technology Infrastructure

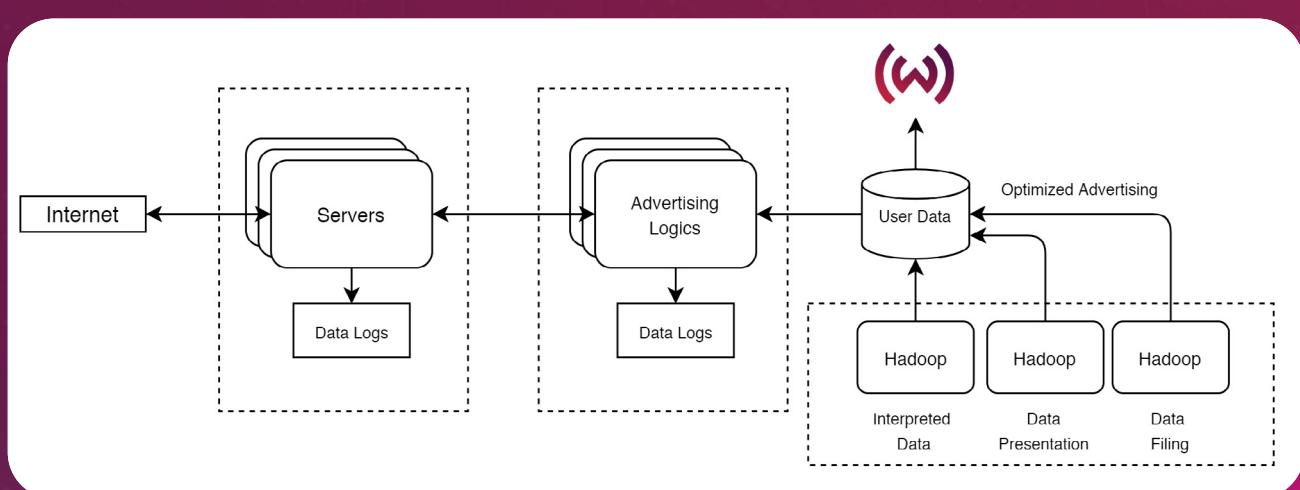
The modern **advertising industry**, specifically for ad operations, is being shaped by big data. With an increased target on digitalization and data-driven advertising and marketing, a revolution in the media industry with regard to the use of data and analytics has taken place.

By combining big data with an advanced marketing strategy, organizations can make a substantial impact on these key areas:

- **Customer engagement.** Big data can deliver insight into not just who your customers are, but also where they are, what they are interested in, and how and when they prefer to be reached.
- **Customer retention and loyalty.** Big data can help you discover what influences customer loyalty and what keeps them coming back to your business.
- **Marketing optimization/performance.** With big data, you can determine the best way to spend across multiple channels, as well as effectively optimize marketing campaigns through testing, measurement, and analysis.

Following are the steps that we consider for big data processing:

- **Data gathering.** A massive amount of heterogeneous data is gathered from customers through their W-WIFI-enabled devices and passed through the W-WIFI routers to the blockchain.
- **Data filing.** All gathered data are stored in our decentralized big data system that can handle large-scale processing. Through this shared and distributed database, a tremendous quantity of data is filed in big data files.
- **Data interpretation.** Interpreting and examining the accumulated big data can be done by using advanced analytic tools like Hadoop, Spark, Cassandra, Xplenty, etc.
- **Data presentation.** Finally, upon analysis and inspection of data, the descriptions based on the examined data will be generated. This will allow accurate analytics that can lead to timely decision-making and valuable opportunities.



W-WIFI Big Data Processing Flow

Technology Infrastructure

For W-WIFI, our main target is customer data. This will help marketers understand their target audience. The most common data for this type includes names, email addresses, purchase histories, and web searches. More importantly, indications of a certain business' audience attitudes may be gathered from social media activity, surveys, and online communities.

Other types of available customer data include demographics, location, behavioral, and digital marketing data. Moreover, customer-to-audience discovery, retargeting data, intent, interest, content, and broad reach can also be collected.

On the other hand, the internet of things (IoT), which basically refers to the growing network of physical objects that have internet connectivity and communicate among themselves and other internet-equipped devices, may also be analyzed using W-WIFI's technology in the future. This will help people and businesses further to live and work smartly. In line with this, machines are designed to be smart enough to reduce human work. Thus, these devices are made to be interconnected for them to share vital information.

W-WIFI enables a complete IoT system consisting of internet-equipped devices that handle communication components to store, forward, and perform on the extracted data. IoT devices can then share the data through the blockchain to analyze it.

Blockchain in Big Data

Utilizing blockchain and big data together to deliver a goldmine of data that are essential to enterprises and advertisers, the following challenges are addressed by W-WIFI:

Data storage and management: It is necessary to design some mechanisms and frameworks to gather, save, and handle data produced by internet-equipped devices. Through blockchain, a scalable infrastructure with vast storage capacity can manage a large amount of data.

Data visualization: To visualize heterogeneous data directly, data must be prepared for better visualization and understanding. Through blockchain, classification schemes of visualizations on big data can be developed after several rounds of assessing and characterizing sources.

Confidentiality and privacy: Dealing with a globally-connected network, W-WIFI adds more attention to privacy of information. With blockchain, crucial data is kept confidential and private as produced data contains customer's information.

Technology Infrastructure

Integrity: In terms of information sharing and when conducting analysis, we assure that user and device data are not shared indefinitely. With blockchain security, data assemble methods are deployed in a trustless manner compliant with smart-contract based procedure and rules.

Disparate data systems: It takes time to acquire data from a variety of sources. To avoid the lag in data acquisition and disconnection that cause a delay in big data analysis, we utilize the blockchain to store and process the data. Hence, blockchain ensures security and efficiency.

Data source streaming: The quantity of streaming data can be demanding, even on big data systems. Together blockchain, advanced big data tools are needed to effectively handle the influx of data. This real-time process increases the possibility of reaching the target audience.

Platform Overview

Platform Overview

The W-WIFI network is a platform that provides reliable internet connection through blockchain. With this, users can enjoy flexible and sustainable internet connection. In addition, the network also offers its partners merchants to advertise their products and the latest promotions on the platform. These features will allow businesses to maximize their exposure to all W-WiFi mobile application users.

W-WIFI Application

W-WIFI offers many great features in its platform that will provide convenience to its users. In order to maximize the full potential of the platform, users must download the W-WIFI application. This application is the platform's main product, and it enables users to do various things, such as connect to the nearest internet hotspot and shop for various items.

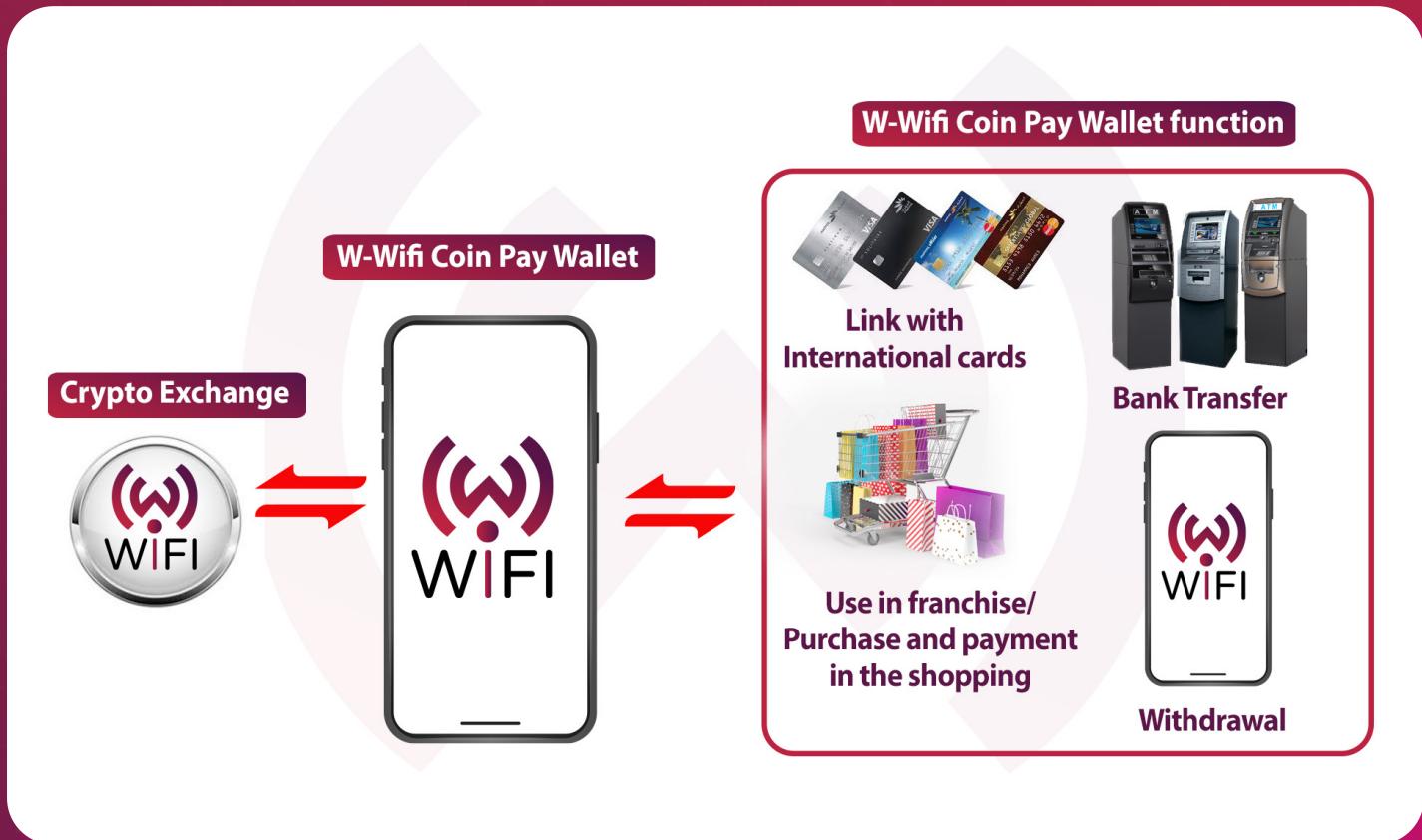
Through the W-WIFI application, the W-WIFI hotspot can be detected and users can connect to the nearest one offered by a partner network subscriber. Once connected, the application will provide services and promotional ads and offers you can't afford to miss out.

On the other hand, the geo-location feature enables the app to send its real-time user notifications about your current location. It also allows the app to provide an enhanced user and customer service experience. It is important to note that the user must enable or turn on the app's location services in order for the geo-location to function. Once enabled, this can allow W-WIFI to access location data from the user's device.

Moreover, the W-WIFI application is also capable of providing referral rewards. The more referral the user creates in this app, the more points the user will receive. The app will give generous rewards of up to 30% for every referral credited through the integrated digital wallet, W-WIFI Pay.

Platform Overview

W-WIFI Pay Wallet



The W-WIFI Pay Wallet will be the standard storage of funds in the W-WIFI ecosystem. It can hold cryptocurrencies and points, which can be used to buy or pay for goods and services in partner enterprises and franchise stores.

In order to obtain points, users must purchase W-WIFI tokens and directly convert the W-WIFI tokens to WIFI points. In buying the W-WIFI tokens, users can utilize the fiat-to-crypto feature of the W-WIFI Pay Wallet. With this, the user will be able to purchase crypto instantly using fiat currency anytime and anywhere. Also, WIFI tokens earned by connecting to W-WIFI hotspots can also be converted to points.

On the other hand, the W-WIFI Pay Wallet also provides its users the convenience to convert its points to fiat currency. This wallet feature allows users to quickly withdraw their converted points to fiat to any partnered bank of the network. The user can also choose the crypto wallet feature to deposit their converted fiat to their nominated bank accounts directly.

Platform Overview

Meanwhile, if the user decides not to convert its W-WIFI token to W-WIFI points, the user can trade their tokens in the exchanges the token is currently listed on.

“W” Website Portal

Data gathered from users and devices as part of the W-WIFI network can be accessed with the use of the W-WIFI Website Portal (W). The network's website portal enables its business partners to view and access data such as reports, analytics, ads, and customer details.

For merchants, the W portal can provide comprehensive reports and statistics of users who purchase their products and services. It also enables them to check the status of their latest ads that are broadcasted in the W-WIFI Application.

Furthermore, merchants in the W-WIFI Website Portal are also empowered to edit and change their ads depending on their preference. On the other hand, the W-WIFI Website Portal will also be able to provide access to various reports and analytics depending on customer data.

The portal also allows its users to check the performance of their funds in their W-WIFI Pay Wallet. With this, the users can thoroughly check the status of their cash-in and withdrawal requests. It also allows its users to check the history of their points usage in their W-WIFI Pay Wallet. Best of all, the portal will be the bridge between the user and the W-WIFI network if there will be any problems that will be encountered in the future.

Tokenomics

Tokenomics

The W-WIFI platform will rely on its native token (WIFI) to operate its economy. By purchasing W-WIFI tokens, the users will be able to access nearby internet bandwidth and be able to purchase products and services offered by the network's partnered merchants. Through W-WIFI, users can connect their devices to the internet more cost-effectively, with no hidden charges incurred.

W-WIFI Coin

The W-WIFI Coin (WIFI) will be the native currency of the platform. It is an ERC-20 token that uses the Ethereum blockchain. With this, the token will follow all the existing rules set by the Ethereum network. However, WIFI will soon develop its own mainnet. Once the mainnet becomes available, it will enable WIFI to break free from the Ethereum blockchain's restrictions and migrate to its own blockchain. As a result, the token will be able to create its own rules without any limitations as the W-WIFI network deems necessary.

Furthermore, WIFI is used to pay or purchase premium services of the W-WIFI network. With WIFI, users may have the option to convert their token to WIFI points which can be used to buy things that our partner merchants and franchises offer. On the other hand, if the user chooses not to convert their tokens to points, the user can participate in the trading of tokens on WIFI's listed exchange.

Transaction Model

On-Chain Transactions. Within the W-WIFI network, all transactions should occur on-chain. This is made possible by ensuring that the cost of mining is low, blocks are large enough to handle a huge number of transactions in a continuous manner, and blocks are created regularly to accommodate immediate processing of all transactions. All transactions (signal transmission and data storage) will be kept securely within the blockchain.

Architecture

W-WIFI uses the Ethereum blockchain for its platform's smart contracts and cryptocurrency transactions. Once the need for a mainnet arises in the future, the W-WIFI team will migrate its W-WIFI token to its own mainnet.

As an ERC20 token, WIFI has similar specifications as other tokens under the same category. This token will primarily be used as means of payment for buying network access, rewards for miners, and trading once successfully listed in partner exchanges.

In the meantime, please refer below for the basis of the WIFI token's smart contract codes. Texts inside the brackets determine the functionality of each specification while values will change accordingly.

Tokenomics

1. totalSupply() public view returns (uint256 totalSupply) [Get the total token supply]
2. balanceOf(address _owner) public view returns (uint256 balance) [Get the account balance of another account with address _owner]
3. transfer(address _to, uint256 _value) public returns (bool success) [Send _value amount of tokens to address _to]
4. transferFrom(address _from, address _to, uint256 _value) public returns (bool success)[Send _value amount of tokens from address _from to address _to]
5. approve(address _spender, uint256 _value) public returns (bool success) [Allow _spender to withdraw from your account, multiple times, up to the _value amount. If this function is called again it overwrites the current allowance with _value]
6. allowance(address _owner, address _spender) public view returns (uint256 remaining) [Returns the amount which _spender is still allowed to withdraw from _owner]

Moreover, WIFI has additional functions for it to be feasible for crypto-powered wireless internet services. Kindly refer below for the specifics:

```
function Transfer(address indexed from, address indexed to, uint256 value);
function Burn(address indexed from, uint256 value);
function _approve(address owner, address _spender, uint256 amount)
function burnFrom(address Account, uint256 _value) public returns (bool success)
function transferFrom(address _from, address _to, uint256 _value) public returns (bool success)
function approve(address _spender, uint256 _value)
function approveAndCall(address _spender, uint256 _value, bytes memory _extraData) function allowance(address _owner,address _spender)
function UserLock(address Account, bool mode) function LockTokens(address Account, uint256 amount)
function UnLockTokens(address Account)
```

Tokenomics

Utility

In this section, we will highlight how the WIFI token can be utilized within the W-WIFI network as well as cryptocurrency exchanges. WIFI token's value will be determined by its users and is expected to increase as the project's reputation and exposure grows bigger.

Trading

When WIFI token is made available on different cryptocurrency exchanges, users can start trading it with supported pairs in the market. The value of the WIFI token will depend on how many users will use it for trading, as well as how many users are connected within the W-WIFI platform and its services. WIFI tokens can be stored securely within the WIFI Pay Wallet.

Cash withdrawals

This feature of the W-WIFI network allows users to withdraw their funds seamlessly instead of going through the traditional crypto exchanges. Users in the network will have the option to choose whether they want their funds directly to their bank account. With this, the user of the network can skip most of the fees that traditional exchange does.

Payment for online shopping

Shopping has never been this easy with the W-WIFI network. Users can easily buy and pay for their chosen goods and services using WIFI points. It also enables network users to take advantage of the promotions that are exclusively offered by the network's shopping mall partners to the WIFI point holders.

Advertising

The W-WIFI network will enable business advertisers to run their ads in the network. With this, the network's business partners will be able to showcase their latest promotions and gain massive exposure to all users of the platform globally. In this way, businesses can easily reach their target customers, anytime and anywhere.

Roadmap

Roadmap

W-WIFI aims to increase the installation of public Wi-Fi abroad and improve wireless network infrastructure with its associate, KMT. In addition, W-WIFI will continuously increase its database and develop profit models.

2016

Q1

Announcement of Digital Master Plan 2020

2018

Q2

Business agreement ongoing for bidder selection

2020

Q1

Development of W-WIFI Coin and PAY system

Q2

Finalized partnership between W-WIFI and KMT

Q3

W-WIFI Foundation established headquarters in Dubai

Q4

Completion of W-WIFI Wallet development

2021

Q1

WIFI Coin to be listed on domestic & foreign exchanges

Q2

“W” website portal and PAY system opens around Southeast Asia

Q3

W-WIFI infrastructure installation in major public facilities overseas

Q4

W-WIFI Coin mainnet development completion

Conspectus

Conspectus

This document clearly states the concepts, market opportunities, technology, use cases, and roadmap of W-WIFI and its blockchain-based wireless network and advertising platform.

W-WIFI (WIFI) is the native currency of the W-WIFI platform. It is used for paying all the fees necessary to operate the platform, as well as utilized as incentives and rewards for network participants, specifically internet users, bandwidth network providers and advertisers. Initially, WIFI is issued as an ERC-20 token built on top of the Ethereum blockchain.

The W-WIFI network is a blockchain-based wireless mesh network that enables smart devices to connect anywhere in the world. Without the need for any expensive satellite location hardware or cellular plans, through the W-WIFI Hotspot powered by blockchain, decentralized internet access can be provided to users at home or on-the-go. Moreover, through the W-WIFI mobile application, users can onboard hotspots, manage WIFI balance, and view token earnings. Internet users can use the app to access any W-WIFI enabled network, find the nearest signal near the area, and utilize their WIFI tokens by paying for shopping and other franchises.

The W-WIFI platform offers an earn-while-you-connect system that ensures secure, private, and sustainable Wi-Fi connection especially in areas experiencing problems like low bandwidth rate, slow loading speed, inability to connect with the device, and data vulnerability. The platform aims to address these concerns through a decentralized approach.

Moreover, enterprises and advertisers who want to target specific audiences and increase visibility can take advantage of the W-WIFI network. Internet users like shoppers, travelers, commuters, vloggers, and remote workers can benefit from this platform, while network providers can give retail stores, event venues, and SMEs an alternative and profitable way of advertising.

About W-WIFI Foundation

About W-WIFI Foundation

Founded in 2020, W-WIFI Foundation aims to become Southeast Asia's most scalable, feature-rich, and reliable internet service provider (ISP). This is alongside allowing an efficient mobile advertising business model. W-WIFI initially targets over 200,000 unique customers and more than 1 billion connected devices.

Our comprehensive set of solutions include wireless internet connection, profitable advertising business model, blockchain-based data security, big data consulting, cryptocurrency, and "W" website portal. W-WIFI gives network administrators, enterprise owners, and advertisers visibility and control, without the cost and complexity of traditional architectures.

To learn more, please visit our website ([_____](#)).

Privacy Policy

Privacy Policy

This Privacy Policy "Policy" has been compiled to inform users on how we collect, why we collect, use, and maintain your Personally identifiable information (PII). In this privacy policy, we utilize the term 'User' referring to any individual who accesses and makes use of our services.

Please read this Policy carefully to get a clear understanding of our company's commitment to protecting your privacy. For the user, continued use of our website will be regarded as acceptance of our practices around privacy, data, and information.

Personal data collection

We may collect user information in different ways included but not limited to when you visit our site, make use of our site services, reply to ads or services available on our sites. The network will also collect information when you enter your name, email address, mailing address, and other details so that we can provide our services to you. We automatically collect the information sent to us by the user's computer, mobile device, or other equipment that provides access to our services. We may also collect technical information regarding users' means of connection. This includes the operating system and the Internet service providers utilized.

Why we collect data

- To administer your account and provide services to you
- To inform you about our services updates and events
- To improve our services
- To prevent fraud or other illegal or unauthorized activities
- To ensure legal compliance

Information sharing

Private information is not sold, traded, or otherwise transferred to outside parties. Your personal information is only used to provide you with our services or communicate with you regarding services. Information will remain securely protected unless we believe release is appropriate to comply with the law, enforce our site policies, or protect ours, or others' rights, privacy, property, or safety.

Service providers

We employ third party companies and individuals to provide related services for our company and to assist us in running our services. All third parties have access to your personal information only to perform the required services tasks for our company. However, they are obligated not to disclose any personal information or use it for any other purpose.

Privacy Policy

Data security

Please take note that any data transmission on the internet is not 100% secure and we accept no liability for any type of information provided to us via the internet. However, high-security features have been implemented to prevent unauthorized access to personal information, maintain data accuracy, and ensure the correct use of the information.

Links to other services

Please take note that we do not have control over the content and practices of third party links and we cannot be held responsible or liable for their respective privacy policies. However, our organization seeks to protect the integrity of our site and we welcome any feedback about the linked sites.

General data protection regulation

As stated in the General Data Protection Regulation, users who are residents of a country that is situated within the European Economic Area (EEA), we respect their right for the following:

- The right to be informed
- The right to access
- The right to restrict processing
- The right to data portability
- The right to object
- The right to be forgotten
- The right to rectification

Cookies

Cookies are small files that a site or a service provider transfers to a computer's hard drive through your website browser when permitted. They enable the sites or services provider's system to recognize your browsing history and capture certain information. Cookies also assist us to understand your preferences based on previous and current site visits. We also use cookies to enhance our services, compile aggregate data about site traffic and site interaction.

You can choose to turn off all cookies. However, if you disable cookies, some of the features provided will be disabled that make your site experience more efficient.

Privacy Policy

Children

Please take note that any data transmission on the internet is not 100% secure and we accept no liability for any type of information provided to us via the internet. However, high-security features have been implemented to prevent unauthorized access to personal information, maintain data accuracy, and ensure the correct use of the information.

Amendments to this privacy policy

We have the right to amend or update this privacy policy at any given time without prior notice. Changes made to the privacy policy are effective once posted. We encourage users to review the privacy policy periodically for any updates and to stay informed about our services.

Contact us

If there are any questions regarding this privacy policy, please contact us.

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