

Introducing Toshiba's Wireless Broadband Hotspot

Your opportunity to put your business in the heart of one of today's hottest new markets!

It's coming: by the year 2005, more than **80% of professional notebook PCs** will have Wi-Fi 802.11 wireless LAN interface, and the worldwide installed base of **wireless LAN networking cards** will exceed **88.3 million** according to analyst projections.

That means more than **88 million people** will be looking for companies that offer **wireless broadband service** at their locations to allow them to **connect to the Internet at will**.

Source: IDC, June 2002



Why become a Toshiba Hotspot Provider?

- **Capitalize on a hot new trend** – The number of wireless notebook PC users is growing at rapid speeds.
- **Increase traffic at your location** – Generate additional revenue because your Hotspot is now a great reason for customers to make repeat visits.
- **Minimal investment** – At just minimal installation and broadband costs, the Toshiba Hotspot can more than pay for itself.
- **Support for your customers** – If customers have problems connecting, Toshiba's toll-free support is there to help.
- **Support for your business** – In addition to remote equipment monitoring, Toshiba will supply you with point-of-presence materials to help you promote your Hotspot location. You will also be listed in national directories as an official Toshiba Hotspot location.

As a Toshiba Hotspot Provider, you'll drive new and repeat customers to your business, generating additional revenue every time they log on at your location to surf the Web, check their emails and conduct their business.

Wireless broadband service is in demand now.

The ability to access the Internet without the need for phone jacks or cable connections is becoming more widespread every day. The wireless standard known as IEEE 802.11b, or Wi-Fi, allows notebook PC and PDA (Personal Digital Assistant) users to connect to the Internet through one shared broadband connection.

How does the Toshiba Hotspot work?

Customers can come into your location with a Wi-Fi enabled notebook or wireless PDA, sit within range, and launch a browser to connect to the Internet. The browser request is forwarded to the Toshiba NOC (network operations center), which automatically sends a welcome page customized for your business to the end-user with three payment options:

- **Credit card.** Customer provides credit card information, which is securely forwarded to a third-party clearinghouse for authentication and billing.
- **Coupon.** Customer may use a coupon that is purchased from the Hotspot Provider. The coupon usage time is customizable.

- **Third-party account.** If the user has an account with a wireless service provider, the log-on request is forwarded to the third party network operations center.
It's that simple! Once the payment option has been authenticated, the user is free to access the Internet. And you earn a revenue share on the purchase, every time someone uses the service at your location.

