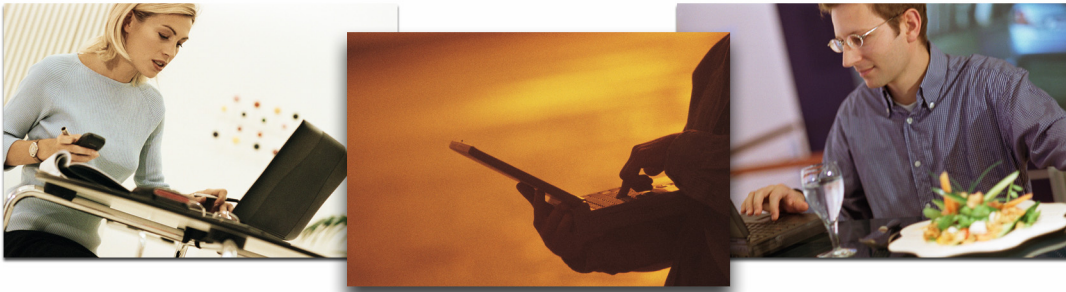


# Wireless Internet For Your Business

Affordable, high-speed, secure and easy to use.



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## ***Incipient Technologies Wireless Internet***

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As the number of wireless Internet users continues to grow at an exponential rate, Incipient is driving the technology to new heights by building a robust network of hotspots, public access zones and Internet portals around the country.

Unlike most wireless providers, Incipient enables locations to provide Internet access to their customers without the costs of installation and equipment purchase.

Incipient's network offers several significant advantages over other providers:

- No equipment to buy
- Options for both free and pay-per-use service
- End user support is included
- Custom welcome pages, signage and service plans for your business



While most wireless providers require you to purchase expensive equipment and advertise their product, Incipient includes everything you need to get started.

Custom signage and marketing materials showcase your new service offering to customers, increasing traffic to your location and enhancing your bottom line.

### **Quick Facts**

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- ✓ There are over 50 million mobile computer users in the United States
- ✓ Wireless Internet users are loyal, repeat customers
- ✓ Revenue sharing can boost sales and increase profits at your location
- ✓ Service and support is available 24 hours a day, 7 days a week
- ✓ The average hotspot user is online for about 20 minutes per session
- ✓ Mobile computer users represent educated, active consumers
- ✓ Consumers are more likely to visit locations that provide Internet access

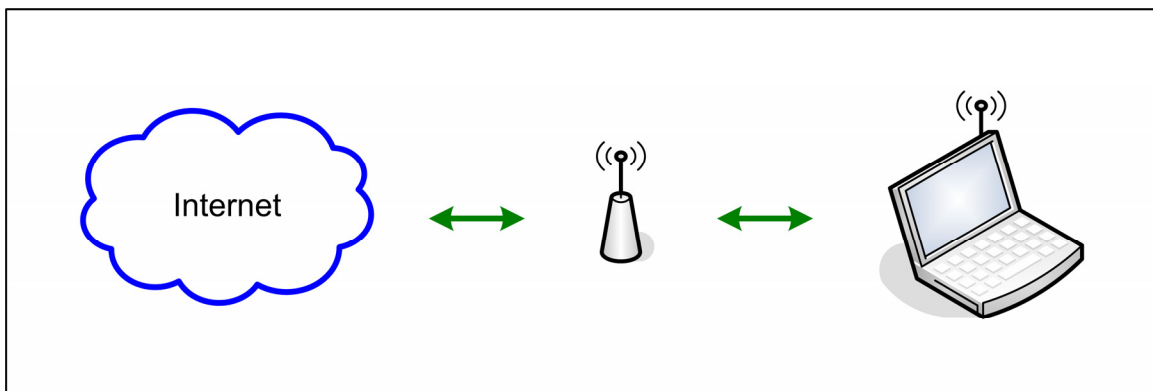
## ***What Is Incipient Wireless?***

Incipient wireless is a service that allows your business to provide Internet access to your customers. Our service enables you to offer Internet access as an amenity, or to charge on a pay-per-use basis. Since each business is unique, Incipient allows you to customize the service to meet your specific needs.

## ***How Does It Work?***

Incipient uses a technology called "Wi-Fi", which allows computers to send and receive information without the need for wires. Wi-Fi is a standardized way for computers to communicate wirelessly, ensuring that they all speak the same "language".

Much like a cordless phone, wireless networks consist of three basic elements: a client device, such as a computer, a connection to the Internet and a wireless access point that sends and receives information between the other two.



## ***What Options Are Available?***

- ✓ Customized service options to meet the needs of your business
- ✓ Cross-branded advertising for your business
- ✓ Listings in local and national directories
- ✓ A custom welcome page that displays every time a customer uses the service
- ✓ Personalized signage and marketing materials with your business name and logo
- ✓ Generous revenue sharing for pay-per-use locations

## ***Why Should I Offer Wireless Internet?***

- ✓ Offering wireless Internet has been shown to increase traffic, particularly during typical "off-peak" hours.
- ✓ Wireless computer users are more loyal and visit more frequently.
- ✓ A rapidly increasing number of consumers are looking for this service. Establish service now and keep the customers you already have.
- ✓ Differentiate your business from your competitors. Offer a better service and customers will visit you instead of the competition.
- ✓ Wireless Internet provides an excellent return on investment.
- ✓ An average location generates 5 to 10 users per day. That can mean an *additional* 150 to 300 new customers each month.

## ***Why Is Incipient Wireless Better?***

- ✓ Incipient can offer you the ability to provide Internet access without the cost of purchasing any equipment.
- ✓ We use only commercial-grade equipment for a secure, reliable network your customers can rely on.
- ✓ Toll-free technical support removes the cost and inconvenience of addressing technical and customer service issues.
- ✓ Pay-per-use locations receive the best revenue sharing program in the industry.
- ✓ Customized service plans and marketing materials allow you to offer a "perfect fit" service for your customers.
- ✓ Incipient will handle all your billing and support needs, allowing your employees to focus on their work.

## How Much Does It Cost?

Incipient makes it easy to offer wireless Internet service at your location. Whether you want to offer service as a free amenity or charge a pay-per-use fee, we have a plan for you.

### Providing Service As A Free Amenity

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When providing a free service, customers will have access to the Internet at your location without paying a fee. Incipient will cover the cost of any necessary equipment, as well as guide you through the installation process.

Setting up is as easy as 1-2-3!

1. Obtain a broadband connection. Incipient will help you determine the best service for your location, as well as finding the right provider for you.
2. We will send you a pre-configured access point at no cost to you.\*
3. Connect the access point to your broadband connection. This is as simple as connecting power and plugging in a phone.

That's it! Once you're connected, we will monitor the equipment to make sure you're always up and running. If you encounter any trouble with the service, you'll always have someone to call.

### Offering a Pay-Per-Use Service

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In some locations, it may be more beneficial to implement a "pay-per-use" service. This allows you to charge for access to the Internet and share in the revenues generated. The level of revenue sharing depends on your initial investment and the length of your agreement.

Initial Investment	Revenue sharing vs. length of term		
	1 year	2 years	3 years
<b>\$0 – Incipient Purchases Equipment*</b>	20%	25%	30%
<b>\$749 – One-Time Equipment Purchase</b>	<b>50%</b>		

The installation process for pay sites is exactly the same as above. We will send you the necessary equipment – you just plug it in!

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\* Incipient retains ownership for any equipment it provides, excluding any equipment you purchase. We will also maintain, repair or replace any equipment we provide that fails to operate properly under normal conditions.

## Service Options and Materials

In addition to the basic service, several options are available to enhance your wireless offering. Signage and custom pages are a great way to tell customers about special offers, products or services that you provide.

Service Options	Price
<b>National directory listing</b> Lets users know where you are	<b>Included</b>
<b>Service monitoring and technical support</b> Customer billing, service and support	<b>Included</b>
<b>Marketing materials</b> Signage, stickers, banners and more!	<b>Included</b>
<b>Customized "welcome page"</b> Adds a custom feel to your service offering	<b>Included</b>
<b>Branded prepaid cards</b> For pay-per-use sites; see samples below	\$100 one-time setup
<b>Kiosk computer</b> Increase customer traffic with an on-site computer	Various Options Available Please Call

# Sample Welcome Pages and Materials

## Welcome Page Samples

## Signage and Prepaid Card Samples

### Signs

### Prepaid Cards

\* Images on this page are not actual size; they have been formatted to fit on this page.