



What is WiSpots?

WiSpots is a value-added amenity for health care, fitness or other wait environments utilizing the WiSpots WiPad. The WiPad is a portable, wireless web pad that enables customers to access the internet at any hotspot location; and without having to tow along a personal laptop, PDA or other wireless device.

As wireless fidelity networking (WiFi) becomes more mainstream, businesses of all sizes are beginning to see the advantages of providing public, wireless internet access to their patrons. Until now, customers couldn't take advantage of this valuable amenity without bringing along their own wireless devices. Well, the WiPad has changed all that!

With the WiPad you can give your customers a free access, wireless device to check email, surf the web, check stocks, sports scores, weather reports and much more; all while at your location! WiSpots is beginning to establish a very strong foothold in businesses such as hospitals, health care facilities, fitness centers and other locations where customers must traditionally wait prior to receiving services. WiSpots is aggressively penetrating these markets because they each present a prime opportunity for advertisers to narrowly target and craft messages that resonate with consumers. The WiPad is one of the only mediums offering this high degree of customization. This point of difference will continue to attract advertisers seeking to achieve greater return on their ad spending. WiSpots' immediate roll out focuses on the health care wait environment and fitness clubs. Other industry segments will be considered as they align with the company's long-term strategy.

WiSpots, Inc., creator of the WiPad, develops technologies to operate and manage advertising platforms which cater to health care wait environments, wireless hotspot owners and providers. The WiPad offers a new advertising medium that rides on the fastest growing industry segment of data communication while improving internet accessibility to the consumer.



"Every home, every business, and every convention center will be wired up with high capacity 802.11 (WiFi) frequency. If any one technology has emerged in the past few years that will be explosive on its impact, it is 802.11."

— Bill Gates

WiFi Hotspot Quick-Fact:

Only a small percentage of the general public has the ability to utilize hotspot locations because patrons must provide their own laptop computers or other wireless devices.



WiSpots Advertising Breaks Through the Clutter

In an environment where advertisers are constantly looking for new alternatives to communicate the benefits of their products and services, the WiPad provides one of the newest and most innovative advertising venues available. Unlike traditional media, the WiPad allows you to reach customers when they are most receptive to your advertising messages. The WiPad is totally interactive, combining the best of billboard and internet advertising. What's even better, each display can be customized so it works to directly target those customers you most want to reach.

Each WiPad kiosk stand holds one 20" high definition flat panel monitor and 5 webpad devices. WiSpots can install up to 25 WiPads per location based on patient, member or patron traffic. This setup provides the scale to duplicate a billboard display of WiPads that are instantly available for your customers.

Benefits of Advertising with WiSpots

Just take a look at the many ways WiPad advertising can benefit your business:

- Delivers your company message to customers in captive environments where they are most likely to actually see your advertisement
- Promotes instant E-Commerce, giving customers the ability to get special discounts when ordering from a WiSpots location
- Provides customers with the ability to immediately act on your message by clicking through directly to your website or viewing other relevant communications about your company
- Enables you to target customers at the point-of-sale
- Provides advertisers the flexibility to easily refine messages, feature promotions or other special offers
- Delivers greater CPM (cost per thousand) efficiency than traditional print or broadcast advertising
- Offers billboard advertising and other ad units to fit large and small budgets alike
- Provides measurable results for quick and efficient data gathering, enabling advertisers to adjust campaign messaging as needed



WiSpots, Inc.
951 Falls Park Dr.
Sanford, NC 27330
(919) 272-0204
sales@wisspots.com
www.wisspots.com

Benefits of Hosting the WiSpots Solution at Your Location

Hosting the WiPad provides any business with an amenity that's highly demanded by today's consumer. However, if you're a doctor's office, health care facility or provide other services where your customers are required to wait, the WiPad can serve as a valuable tool for your business. Here are just a few ways the WiPad can provide added support for your practice:

- Helps your business build a favorable impression among current and future customers
- Gives patients a way to maintain productivity while in your office
- Provides customers with a service that's in high demand
- Delivers the convenience of "on the go" instant connectivity for fast communication and information needs
- Enables every hotspot location to provide 100% customer usability and accessibility

The WiPad can also be customized to streamline registration and provide patients with educational information about medical procedures and your services:

- Makes patient registration fast, easy and even paperless
- Provides a method for collecting more extensive patient information and surveys that can be easily reviewed prior to patient visits
- Helps medical practices deliver relevant articles and other customized information to educate patients and help address their medical concerns
- Presents an innovative venue for delivering information about your practice and medical services to your patients, members, guests and customers
- Provides an onsite storefront/virtual sales rep for pharmaceutical companies and medical device manufacturers, allowing each to interface directly with the patient