



Take Control... **duxtel**

Discussion Paper: WiFi as an information delivery medium

© *DuxTel Pty Ltd 2008 – All rights reserved*

Introduction:

As the prevalence of modern WiFi enabled smartphones grows internationally, the mobile web browser will become as important to consumers as television and desktop internet access has been to the generation of the 90s.

Capable of higher bandwidth and broader range than Bluetooth type proximity services, information delivered to the mobile consumer over WiFi is capable of rich media applications containing highly relevant and personalised information.

Enter the Duxmaster Mini:

A plug-and-play WiFi device that turns any broadband service into an instant information portal. Together with the DuxAdmin back-end application, operators can guide customers and prospective customers to their own web site or specially prepared marketing information.



to

With automated click-through counting and identity tracking, the DuxTel system can gather useful intelligence such as visit, view, and click counts as well as return visitation - by recording and tracking the unique network ID of the visitor.

Furthermore, the built-in public access WiFi HotSpot introduces a revenue opportunity through offer of general internet access to customers and pass-by visitors.

Integrated Roaming and Tracking:

When connected to any broadband internet service, the DuxMaster device automatically establishes a Virtual Private Network (VPN) link back to the DuxAdmin application, and is therefore capable of immediately becoming a part of a wider network entity, thus sharing information distribution and access services throughout the virtual network community, and even track individual device IDs and usage habits.

Flexible Applications:

The advanced functionality and flexibility of the DuxTel solution makes the system widely applicable for a range of applications:

Global Public Access WiFi HotSpot service: Commercial ISPs can rapidly deploy devices to any location with a broadband internet service anywhere in the world.

Commercial District Freenet: Offered to tenants of a shopping centre complex, traders are able to promote their products and services to prospective customers.

Tourism Precinct Information: Provide rich media information to visitors including up-to-the-minute alerts and bulleting info.

E-brochure Virtual Kiosk: Deliver interactive marketing information in real time complete with special offers and 'click now' advertising with no need for expensive Kiosk display hardware.



✉ 60 View Bank Rise,
Lovely Banks, VIC 3221

☎ 03 5275 1439
📄 03 5275 1439

✉ info@duxtel.com.au
🌐 www.duxtel.com.au