

ISP Market Challenges

The ISP Portal Page is rarely seen. Subscribers rarely have their own ISP's portal set as their home page. This results in difficulty up selling services or cross selling related products the ISP may offer.

Internet service market price erosion. ISPs need to scale services by offering different plans for all users. Unique tools are required to generate more revenue from each subscriber, even basic access rate customers.

Low Online Advertising market penetration. ISPs haven't earned a substantial share of the marketing revenue on the internet. ISPs need a way to access advertising revenue in a unique nontraditional way.

Capital and Operating expense struggles to improve ROI time frames. ISPs need to a way to increase subscriber revenue with new value added services while at the same time minimizing expenses for deploying those same services to insure the shortest ROI time.

The Wishfi™ - MediaSpace Solution



D-Link Wishfi creates a MediaSpace inside any web browser window. Seen above, the MediaSpace has been inserted below the web browser tool bars and above the web page content. This MediaSpace can be used to deliver virtually any Web-Based Content such as value added services or advertising.

Wishfi can be deployed on a central server/bridge hosted in the ISP's NOC or distributed in the firmware of subscriber's D-Link routers and gateways. The Wishfi agent software then creates the MediaSpace and sends it to the subscriber web browser when they log in. The MediaSpace can be at the top or bottom of the user's browser page. Wishfi can allow the user to close the MediaSpace or have it locked in place where ever the user navigates.

D-Link's Meets the ISP Challenges with Wishfi

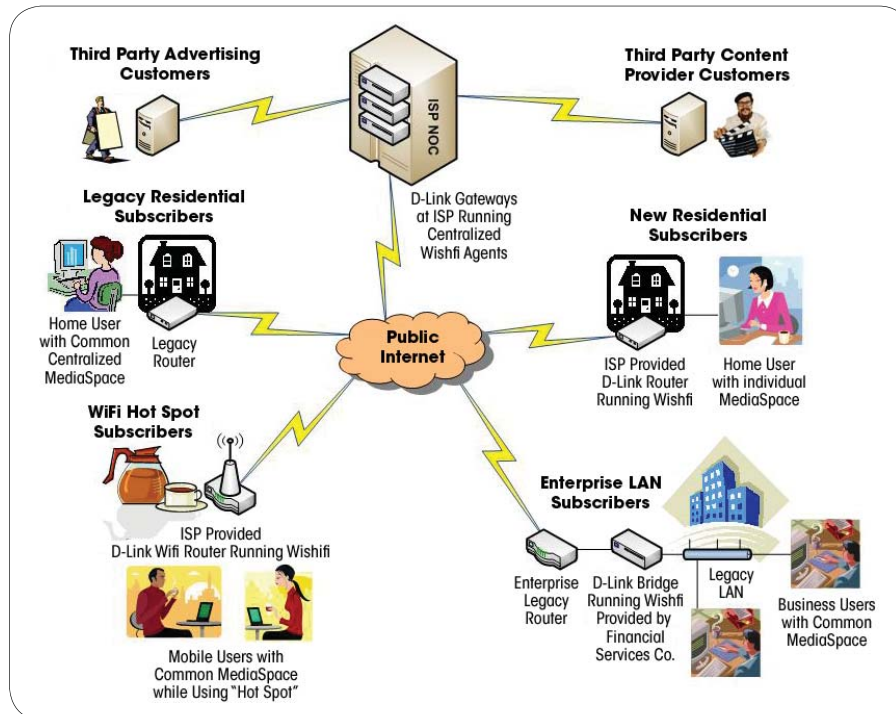
D-Link solutions equipped with Wishfi software can insure that when ISP subscribers go online, **the ISP's information, links, and promotions can always be visible no matter what the user has set as their home page.** No matter what browser they have and no matter what "pop-up" blocker they are using, the ISP's desired information is presented in a MediaSpace on their browser.

ISPs can offer different levels of service for different levels of subscribers. For example, "Bronze" subscribers that pay a sub-prime rate for lower bandwidth access might have a wider 90 pixel size MediaSpace advertising banner that is placed on their browser and be present on every webpage they visit. Other "Silver" level subscribers might have a narrower 45 pixel size MediaSpace advertising banner which opens and closes at specified intervals. Then "Gold" level subscribers may only get an initial "application dash board" MediaSpace when they first log in and can close it whenever the subscriber chooses.

ISPs can now actually sell advertising space to compete with traditional search engine web sites. The open platform architecture of Wishfi means that ISP's can choose different market geographies or demographics and offer MediaSpace advertising services in the same way that cable TV companies can target advertising based on the geographic and demographic segments of an audience. Advertising can be an exclusive function of the MediaSpace or in many cases be part of a combined "application dashboard" and advertising MediaSpace.

Wishfi is a self funding application through MediaSpace. So, the traditional struggle between expenses and revenues to insure a faster ROI is much less of an issue. The MediaSpace allows providing Value Added Services and generating Advertising Revenues while using the same application and even the same user screen footprint. So, providing a new service to the subscriber while also making advertising dollars to pay for initial capital and ongoing operating expenses is much more cost effective.

ISP Deployment of D-Link Wishfi MediaSpace Delivering Value Added Services and Advertising



Imbedded Base Residential Customers

ISP's can leverage their existing base of customers and deliver basic Wishfi MediaSpace tool bars and advertising. Existing home internet access devices such as ADSL Modems, Cable Modems, and Home Routers stay in place. The ISP would purchase a user license block and install centralized D-Link Wishfi agent application bridges in their own NOC. The more Wishfi bridges the ISP installs, the more they would have the ability to segment unique MediaSpace experiences based on IP address groups from a centralized deployment.

New Greenfield Residential and Upgrading Existing Customers

For brand new customers and for those customers the ISP saw value in upgrading. A new D-Link internet access device with router that had a remote version of the Wishfi Agent which would run locally at the users residence. This would again allow for MediaSpace tool bars and advertising, but in addition, could also be customized uniquely for every home if that was desired. Distributed Wishfi agents would also allow integration with other applications such as home monitoring and control. These remote distributed Wishfi agents would be running in conjunction with the centralized Wishfi agents running in the application bridges in the ISP's NOC.

New or Imbedded Base Corporate LAN Customers

For LAN customers, the ISP would most likely install a new D-Link bridge running a remote Wishfi agent behind their existing enterprise router. That remote Wishfi agent would deliver a common MediaSpace "experience" to everyone on the LAN. Subsequent additional bridges running different Wishfi agents could be used to segment the LAN delivering different MediaSpace applications to different groups in the customer network.

New or Imbedded Base Wifi "hot spot" Customers

For Wifi wireless "hot spot" customers such as Hotels, Public Meeting Facilities, and Restaurants, the ISP would most likely replace the customers existing Wifi router with a new D-Link Wifi wireless router that would run a remote Wishfi agent. That agent would deliver a common MediaSpace tool bar or advertising space to all guest wireless users while they were using that "hot spot" internet access point.

Advertising and Content Provider Customers

To take advantage of selling time and space to potential advertiser and content customers, there is no additional network deployment needed once Wishfi agents have been established centrally. The ISP reserves space for the advertising or content on whatever MediaSpace applications the Wishfi agents are running. The Advertising or Content Provider Customer only provides the ISP with the URL for the Flash Graphic that will be displayed in MediaSpace or the Web Site the Wishfi agent will link the user to.