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**WiDirect: Meeting Wireless Network Needs with a  
Comprehensive and Scalable Approach**

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## **Introduction**

The WiDirect appliance provides a scalable and simple way to deploy, sell, and manage public and private access wireless networks. The WiDirect provides the services and accountability by managing users and the network itself. The WiDirect supports any sales model be it advertisement, fee based, or multiservice.

Owning a WiDirect eliminates the need to pay residual fees to outside vendors. WiDirect provides you with a turn-key system for all required services that you would normally need to outsource. Increase your profits by providing all those services yourself with the WiDirect.

The WiDirect takes all the guess work out of deploying a wireless network with a simple plug-and-play configuration coupled with an easy to navigate interface. WiDirect scales to any network environment by utilizing a unique captive portal Server/Client architecture. With this system, multiple wireless networks can all share the same user authentication database. As your network grows to new locations, WiDirect Client portals are deployed to handle the increased demand.

With the WiDirect, you can easily brand your users' experience with your company's logo, colors and custom information. In addition, WiDirect provides automated user self registration and credit card payment collection, as well as prepayment of coupons to be redeemed at a later date. You can even configure the web page that your users see upon connection to the network, which enhances your branding and sales. Finally, the WiDirect provides built-in security and enhanced monitoring of your wireless network.

## **Residual Fees and Network Users**

Early on, the WiDirect was designed to eliminate third party residual fees. The best example to note is that on average every operator employing a third party authentication will spend \$1 per user. \$1 does not sound like a lot, but the costly point is that every third party provider does this on a monthly basis. So consider 1,000 users log into the same network once every month for a year. 1,000 people cost the network operator \$12,000 on average.

Once a user logs into the WiDirect, they are in the database for the life of the network. There are no reoccurring fees and the Database can be used for as many networks as you wish. The Database is also exportable and can be uploaded into other WiDirects in the case of hardware upgrades or acquisition of other networks. In many cases, third party services will not share the customer Database with the network operators therefore making it hard to grow or expand and also eliminate the ability to market further to end users.

## **Previous Options**

While WiDirect is built to handle any access scenario or network topology, it is important to note that product development continues. In the technological world it is important to continue to innovate, and understand that the needs of customers are ever evolving. Previously when public access networks were in their

infancy, it was sufficient to collect money from customers who were willing to pay and restrict access to the users who had not paid. Those days are far behind us; however there is a legacy of those networks left behind. The scalability of WiDirect allows anyone to acquire, add onto, and repurpose any network, anywhere. So while networks in their current state may be one dimensional with access and user experience, any of them can be easily scale into a multi-access, multiservice, tiered advertising model. All you need is a WiDirect and/or a WiDirect client.

## **BelAir Networks and WiDirect**

### *Unique User Experience*

With multiple SSID and VLAN support, the WiDirect and BelAir access points make it easy to have multiple networks for different classes of users. One SSID can be public which requires users to purchase access, while another SSID can be setup for private use that could bypass the login process entirely. While these are the most common example, the possibilities on classes of service are infinite. If you can think of it, WiDirect can make it happen.

### *Monitoring and Troubleshooting*

WiDirect support for BelAir access points is similar to our support for other brands of access points. WiDirect generates and displays Transient Link graphs of all meshing access points. By clicking on the access point's link icon in the *Access Point* monitor, you will be presented with an overview page that shows general statistics such as bandwidth utilization strength including the number of transmit errors and receive signal strength along with other information that will be useful when troubleshooting. This type of data is extremely helpful to determine exactly what is happening if users experience problems.

### *Configuration and Scalability*

Configuring the WiDirect is very intuitive and very easy to learn. The GUI allows administrators to make network changes on the fly as well as change access plans and branding at a moments notice. The WiDirect also provides the ability for administrators to tunnel in and configure the BelAir access points remotely. This is very helpful if networks need a change and also makes it possible to resolve issues and update settings without a truck roll, especially when the network is hundreds, if not thousands of miles away.

### **Implementation**

The WiDirect is ready to manage any network straight out of the box. With it's built in Authorze.net and PayPal support, you can begin making money minutes after appliance starts up. Just because the WiDirect is easy to install and run does not mean it isn't capable of more advanced functionality. Firewall, DHCP, DNS, Web Hosting, Proxy Services, and Dynamic Walled Garden support are all but a few of the services you will need to efficiently run a complete WIFI or WIMAX network. You will find that the WiDirect effectively and efficiently covers any network's needs.

Install a WiDirect during your BelAir network build and add the ability to track radio assets and monitor nodes as the network grows. Costly backhaul links and leased lines are now a thing of the past. Given the Authentication

Server/Client architecture, rapid deployment of dis-contiguous segments or remote networks is easily accomplished.

### **Best Solution**

WiDirect by far is the best value in its class. Its full compliment of core futures comes with the knowledge and experience from years in the field. WiDirect's ease of integration saves tremendous amounts of money for network operators starting year one. WiDirect is built from the needs of integrators and operators who identified features they need and it is built in to a powerful platform designed to run your network today, and into the foreseeable future.

AllCity Wireless is a recognized leader in delivering affordable and dependable Solutions for Management of WIFI and WIMAX Networks. Our next-generation technologies, for both service provider and enterprise networks, support a multitude of multimedia networks.

WiDirect's technology is designed to eliminate residual third party fees and to increase speed and performance through its flexible architecture. WiDirect is available worldwide and is ready to cut costs and increase you profits today. WiDirect is a trademark of AllCity Wireless. All other trademarks are the property of their owners. Copyright © 2009 AllCity Wireless. All rights reserved. Information in this document is subject to change without notice. AllCity Wireless assumes no responsibility for any errors that may appear in this document.

### **WiDirect- Very Easy, Super Smart**