



The world's most advanced hotspot solution for **User Management, Advertising, Surveys, Content Injection, Mobile Wi-Fi and GPS Tracking**

www.sicetelecom.it





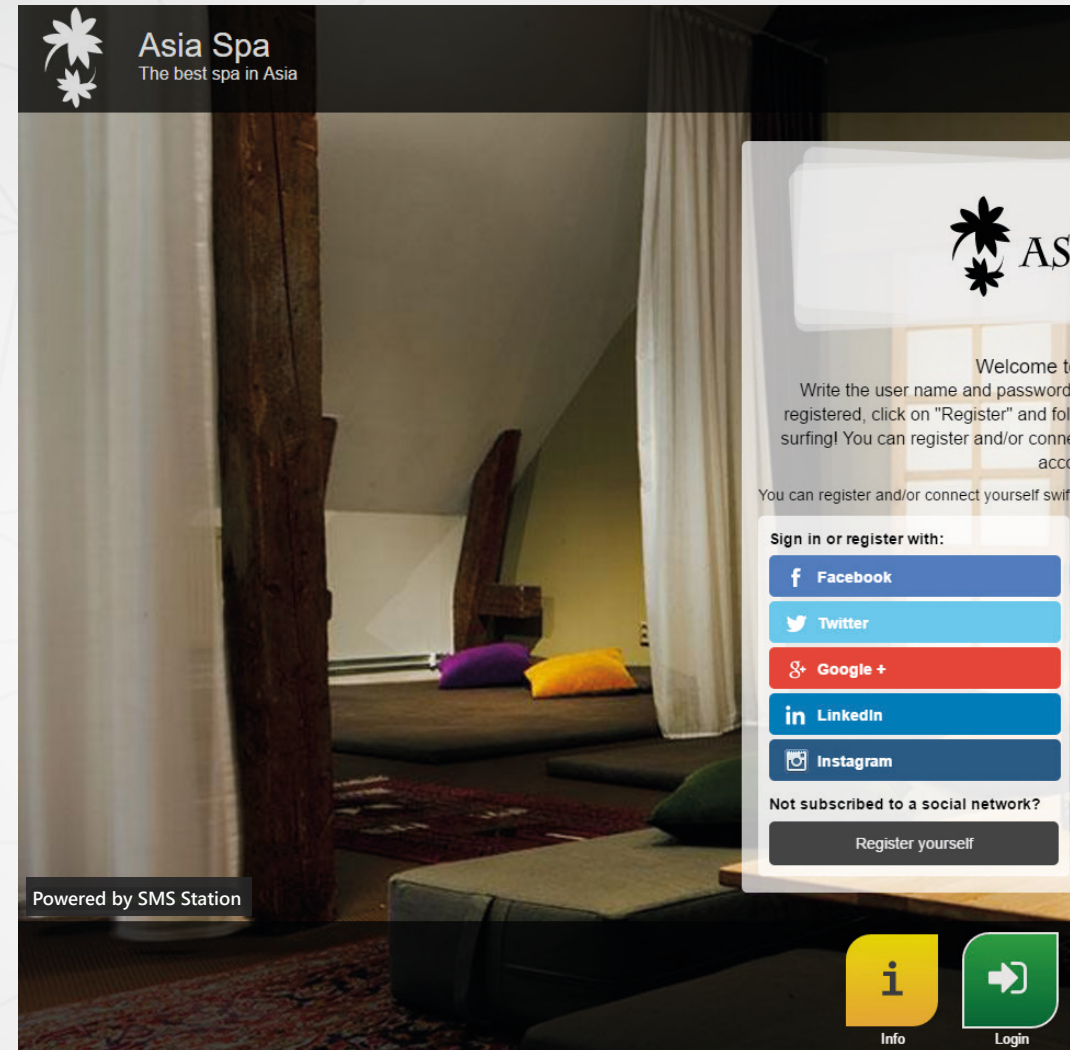
SMS Station is the all-in-one solution that makes it possible to manage all your hotspot networks in one place

It's simple to do amazing things and delightful to do the everyday things

A professional accounting, billing and advertising system for managing hotspot services and Wi-Fi areas.

SMS Station is an all-in-one appliance, scalable and easy. A powerful solution ideal for all service providers, system integrators, network operators and Wi-Fi network owners.

This is the solution to the biggest fear and need of the Wi-Fi world: to provide quality internet connectivity for hospitality, education and public areas. SMS Station will work in ways that no other software can match.



180 K

Active access points

91 MILLION

Registered users

Moving business forward

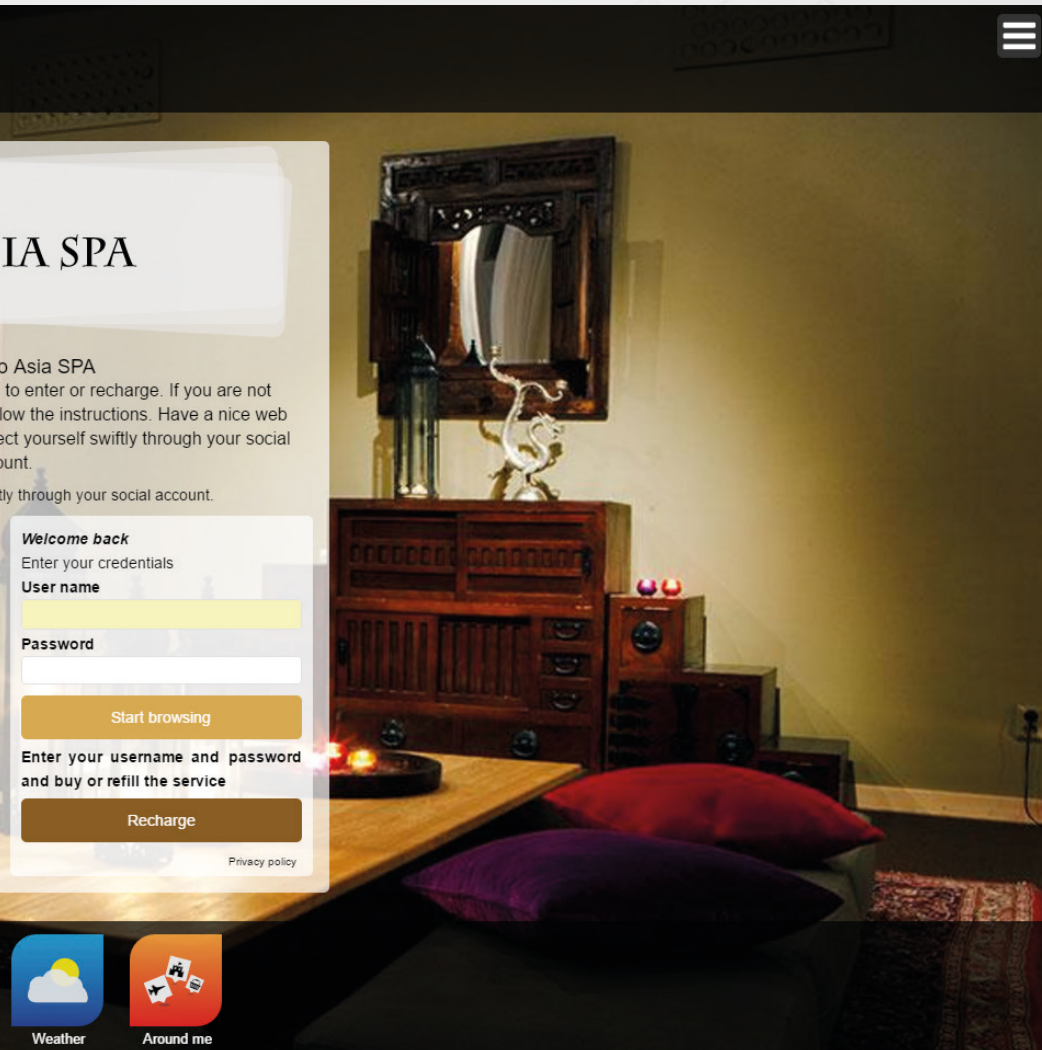
When you put SMS Station technology at the center of your business strategy, a new era of possibilities begins. Once your clients are empowered with a software they trust, productivity is effortless, and innovation happens in a blink of an eye. SMS Station enables your business to operate in a way that has never been possible before.

Optimize the experience for users on the move with Welcome Portal

SMS Station detects if the user is connected from mobile or desktop device and shows the right resolution for the selected device. Welcome Portal is 100% responsive and it perfectly adapts to iPhone, iPad, Android, Windows Phone

Who is using SMS Station?

ISP, WISP, Telecom
hotel chains
residences and resorts
restaurants, cafes, retails
camp sites
beach properties
airports, buses
railway-metro stations,
ships, cruises, marina
schools, universities
libraries
government agencies
public administrations
companies
fairs
convention centers
concerts
sporting events



42 MILLION

Average daily connections

35 K

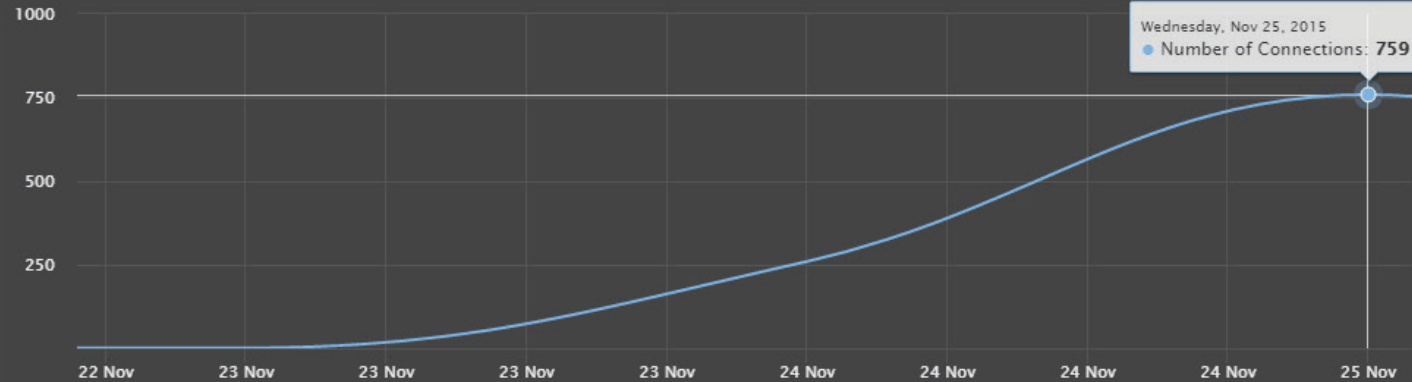
Active networks



- System
 - GEOX Head Quarters
 - Reseller Cloud
 - Reseller XYZ Inc
 - Manager ABC Ltd
 - AfricanParks
 - BestIndiaResort
 - Carrefour
 - CoffeeHouse
 - Depliant2017
 - DohaAirport
 - Gate 1-8
 - Gate 17-26
 - Gate 9-16
 - DubaiUniversity
 - NewZealandParks
 - OxfordSchool
 - PPPoE
 - TheBeachResortChain
 - Starbucks Park Row
 - Starbucks Spring St
 - World Travel Agency

Number of Connections

Chart



Connections	Traffic	New Users	Clicks	Impressions	CTR	GW Sold	Adv sold	HDD
Period Values	Period Values	Period Values	Period Values	Period Values	Period Values	Period Values	Period Values	Free Space
1 417	20 TB	1 416	2 098	7 289	28.57%	\$ 1 838.00	\$ 809 160.00	
100%+	100%+	100%+	100%+	100%+	---%	100%+	100%+	

Top Domain Connections

Period Values

AfricanParks	186
TheBeachResortChain	180
OxfordSchool	175
NewZealandParks	174
CoffeeHouse	172
StarbucksDomain1	167
CoffeeHome	157
NewTownPlaza	99
ViaC.soMazzini	72
DohaAirport	13
Carrefour	8
BestIndiaResort	7
DubaiUniversity	5
StarbucksDomain2	1

Top User Traffic

Period Values

JWHQJ8LR@NewZealandParks	33 GB
G78TMVTL@CoffeeHome	32 GB
BJNQ27H2@StarbucksDomain1	32 GB
D4Z65RDH@CoffeeHome	31 GB
13SR8Q1S@TheBeachResortChain	31 GB
69GL88RH@TheBeachResortChain	31 GB
BTX29JR2@NewZealandParks	31 GB
DBQGZZM5@AfricanParks	31 GB
22MTJNN5@StarbucksDomain1	31 GB
3J9BD9DS@OxfordSchool	30 GB
G6GN1527@OxfordSchool	30 GB
NRLD9Z67@NewZealandParks	30 GB
8419LJMZ@CoffeeHome	30 GB
JD1LNG2P@AfricanParks	30 GB

Social Users

Period Values

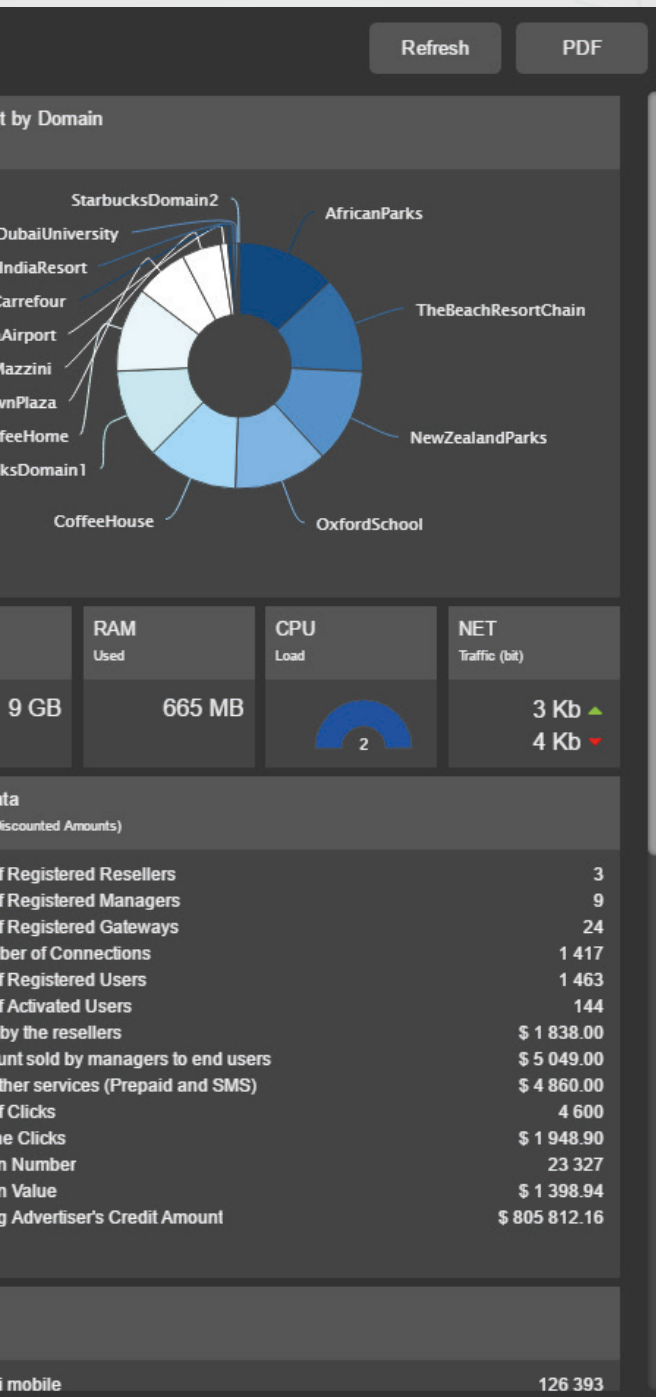
100%+

Operating Systems

Detail

ios 146 815

- User Count
- Period Values
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- NewTown
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- Number of
- Total sold
- Total amo
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- Number of
- Value of th
- Impression
- Impression
- Remaining
- Browser
- Detail
- Safar



Admin interface is the simple, powerful way to analyse and manage data on your SMS Station. It's easy to set up and give a quick overview of your entire network

With many popular widgets like Connections, Traffic, New users you can monitor at a first sight the trend of your hotspot network. Need multiple accounts? SMS Station enables you to add your accounts, define permissions and be able to give access to reserved features to your colleagues. Choose between different charts and find the data that you need in just few clicks. Dashboard helps you to manage your hard disk, RAM, CPU and net status and keeps your latest logs up to date with specific widgets, right in your homepage.

Treeview and Maps

Treeview is a powerful and intuitive way to structure your network. Building your treeview is interactive and fun, the context menu on the right of the label gives you the opportunity to add resellers, managers, domains and gateways in few clicks.

Built-in Apps and texts

One of the best things about SMS Station is that it comes loaded with multi-language texts and Apps that visitors will enjoy to use every day. These preloaded Apps and texts give you time to do the things you need most and not waste time on writing texts and coding apps.

The smartest way to search

Smart Search is the best and fastest way to search something on your SMS Station, with all kinds of innovative features that make your search more enjoyable by showing the results in different categories and make it easy for you to find what you need.

One click update

One click update is an innovative feature that produces safe, lightning-fast update for SMS Station. With just one click you can update SMS Station software to the latest version. Your system will always be updated to the latest release.

Some of the most important features

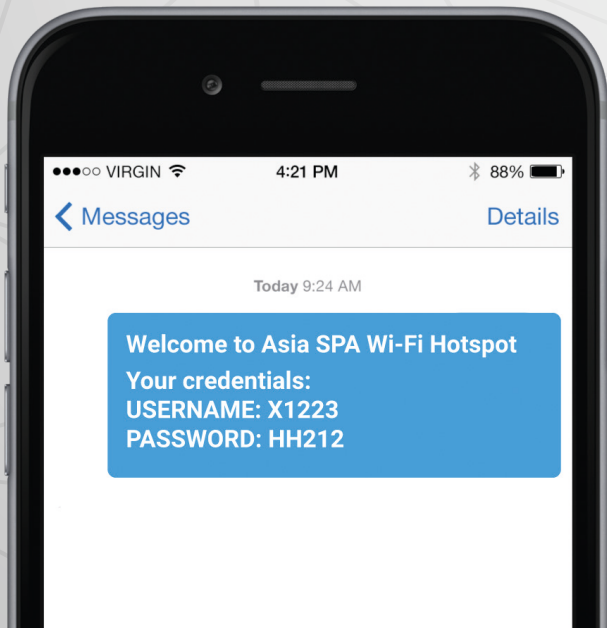
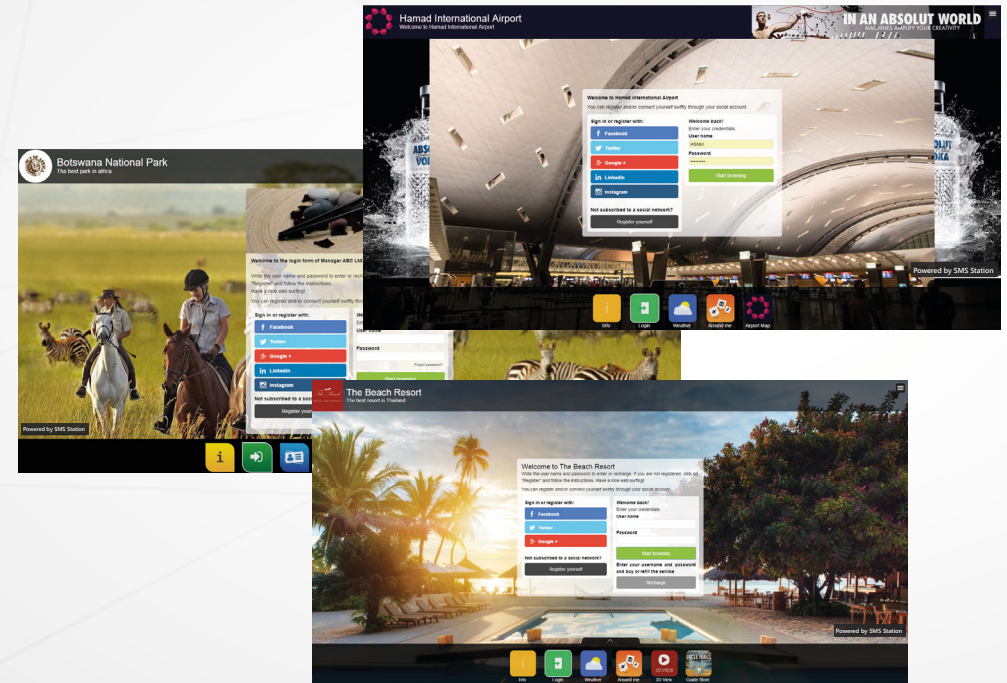


Social login is what makes your hotspot different from others

More than ever, social login is the feature that people prefer to use. We developed a solid structure that enables your users to connect to the internet through their favourite social networks. (Facebook, Twitter, LinkedIn, Instagram, Google) This feature improves the experience and optimizes performance in lots of little ways that make a big difference. If you have a hotspot network you can't miss the social login.

Custom templates. Looks in line with your customer

The new trend of the Internet is customizing every aspect of every business, offering to customers a superior digital experience. Customize the appearance of your portal, create a Welcome Portal in line with your customer's brand and share business information. It is intuitive and easy to decide the images, colour, texts, Apps. Offer a collection of customized applications that best fit your business and location needs.



SMS and email notifications

SMS Station makes sending notifications emails and SMS incredibly simple and fun. Type your custom text inside the preloaded templates and you are ready to send your custom email and SMS notifications. From its earliest conception, SMS Station was built to be fast. Using system variables inside the notification text you can aim the message to the users and make it look interesting in just a few clicks.

Multi-Tenant architecture

Thanks to a dedicated access, a tenant has its own secure and exclusive virtual environment and it may be given the ability to manage some parts of the application data. SMS Station Multi-tenancy is achieved by a set of features that allow you to configure the system with a set of granular roles and permissions able to define private areas with dedicated and personalized access.

Multi-language

SMS Station brings lots of useful enhancements to your hotspot network.

One of the most important option is the multi-language capability.

You can add custom languages to the default one in your Welcome

Portal (English, Italian, Spanish, French, German) and make it easy for foreign users to login from your hotspots. In the translation menu inside the administration you'll find all the fields that you need in order to translate all the texts of the Welcome Portal to your custom language.

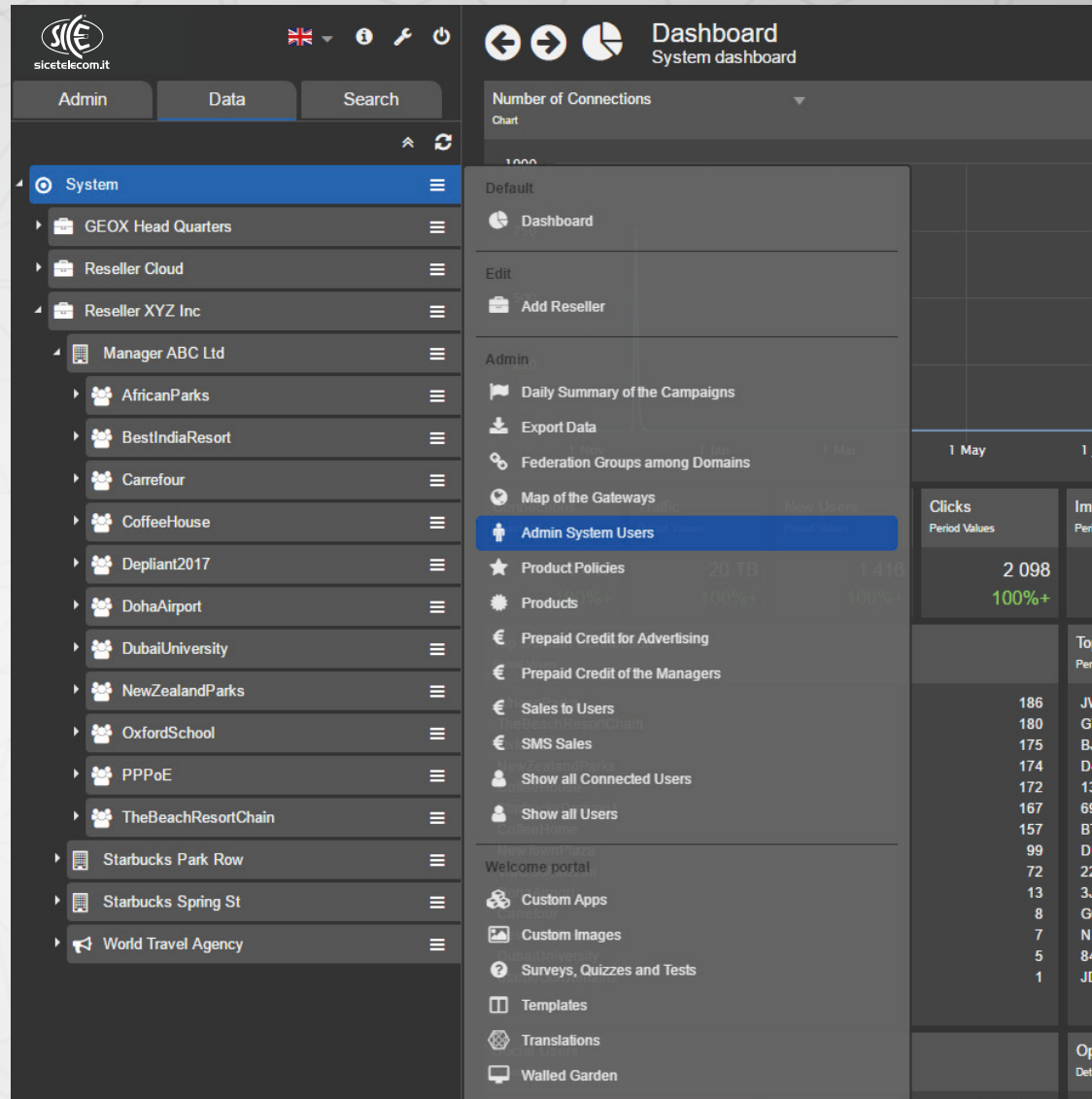
Built in payment gateways. Keep 100% of your profit

SMS Station is engineered with advanced technologies that are constantly working together to keep your hotspot network and all your data safe. The built in payment gateways supports the most common method of payments of the market: PayPal, Mollie, Authorize.net, PayFast, eWay, Mpesa, Pesapal and Payment Express.

Keep 100% of your profit. Whether you offer free WiFi or collect payment with one of the payment gateways: we do not charge a percentage for accepting credit cards.

Multilevel management

Resellers, managers, domains and hotspots. Each user has different roles and permissions. During the configuration of each user type, the administration can set policies, % discount, prices, users access, domains, templates, and everything that concerns the hotspot network.



The screenshot displays the 'System dashboard' interface for 'sictelcom.it'. The left sidebar shows a hierarchical menu with 'System' selected, listing various tenants such as 'GEOX Head Quarters', 'Reseller Cloud', 'Reseller XYZ Inc', 'Manager ABC Ltd', and several other resellers and managers. The main dashboard area features a 'Number of Connections' chart, a 'Default' section with 'Dashboard' and 'Add Reseller' options, an 'Admin' section with various reports and tools, and a 'Welcome portal' section with custom apps, images, surveys, and templates. A table on the right shows 'Clicks' with a value of 2,098 and a 100%+ increase.

Complimentary Access. One click connection

Some venues want to offer complimentary services and amenities to their guests, without requiring registration. Login must be intuitive and quick. One click and guest is connected!

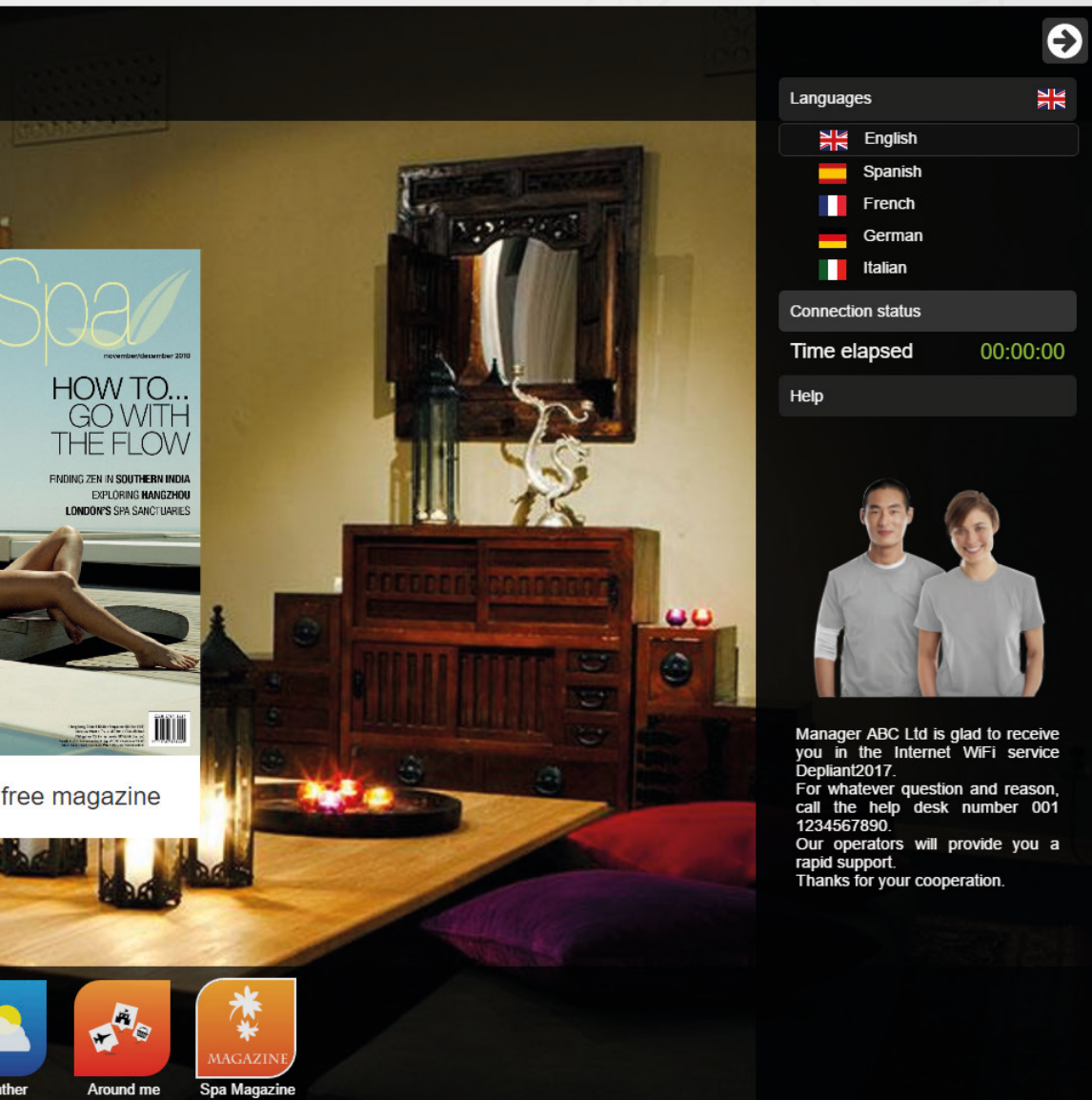
Welcome Portal

An experience you've never experienced

Apps are the future of Welcome Portal. Think about it. On your mobile devices and computers, you already use Apps. And that's exactly where Welcome Portal is headed. Apps allow you to make individual choices about what you want to use and when you want to use it.

With the SMS Station, and its powerful Welcome Portal, developers are creating Apps and experiences that will change what you expect from your hotspot. SMS Station makes your Welcome Portal feel as personal as your smartphone.





Social Login. One click connection

It provides the social login function. Users can register and connect to the internet through any of their favourite social networks (Facebook, Twitter, Google, LinkedIn, Instagram). Promote and spread your brand via social media! Involve and engage your customers. Invite users to click "Like" or "Follow" and publish on their timeline.

Custom apps

Create on your own and publish extra contents! Display promotional tools to offer to end users.

The range of apps is endless: ads, promotions, menus, bookings, chat... SMS Station allows the creation internal Apps (HTML, CSS, JavaScript Code) and external Apps (external URL).

Intro page. The power to amaze

Intro page is the first page that your users see when they get connect to the Wi-Fi network. The screen of their device will be covered by beautiful images, YouTube videos, custom code, ads and surveys. Once the users pass this Intro Page, they will be ready to experience the Welcome Portal in all its beauty.

Build your own templates

SMS Station is forever changing how we interact with our gateways. Build your own template in order to add custom background images and intro video, CSS, texts and notifications. Use your creativity to build a different template for every gateway!

Advertising

Grow your business with advertising across devices, where people enjoy their Wi-Fi connection. Advertise to millions of people and earn money from advertising, all in one place

Promote your business on the devices that people use every day

Ads run seamlessly across different devices, everything is responsive and visible from every screen size. An ideal context for marketers, ads in Welcome Portal reach people while they're exploring the topics they're passionate about. Captivate users with dramatic full page ads and a range of impactful ad formats that are enhanced by SMS Station technology. Ads are seamlessly integrated into the user experience for optimal creative impact and results.



Advertising campaigns

Advertising is built into Welcome Portal and serves all ads, ensuring easy integration and seamless delivery of advertising that looks great in your content. Implement a broad range of ad options to maximize your earning potential, including multiple banners, full screen interstitials and video into different campaigns that run seamlessly.

Connections	Traffic	New users	Clicks	Impressions	CTR	Gw sold	Adv sold
Values of period	Values of period	Values of period	Values of period	Valori del periodo	Values of period	Values of period	Values of period
317 789	28 Tb	60 092	662	28 317	23%	15 444.00 €	5 789 €
87.52%	-9.13%	45.74%	87.5%	11.52%	67%	100%+	67%

Injection

With Content Injection technology you can deliver your content to all internet connected devices, be it laptops, tablets or mobile devices, on any browser without requiring any client software.

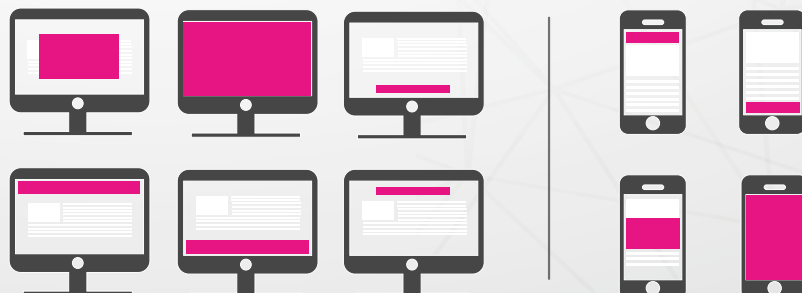
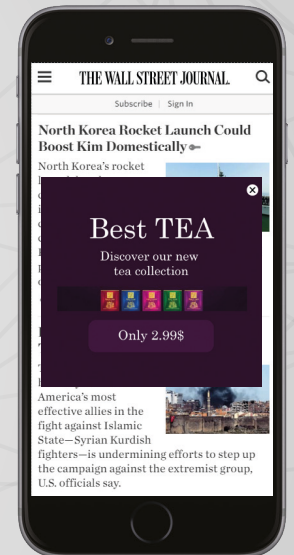
Custom content like ads, news, alerts and games can be scheduled to appear on defined scheduled interval throughout the users' browsing session on every webpage the user is surfing. You have the total control of the contents that you want to inject from SMS Station administration that is connected to the CO.IN. Content Injector.



CO.IN. Content Injector Gateway

CO.IN. Content Injector gateway is the best service to inject content in your hotspot networks. It makes easy for you to show some content inside the page that the user is surfing. SMS Station is deeply integrated with CO.IN. Content Injector and you can easily create campaigns and injected content.

CO.IN. Content Injector gateway is an external appliance that adds some important features to your SMS Station: virus and spyware protection, blocking malicious website, real-time connection status toolbar.



Important things for your business

- Collaborations with Ad agencies that want to promote products, deals through the hotspot service
- Gain visibility: promote and spread your brand via social media by enabling visitors to log in with social accounts.
- Collect customer data and create your database to promote opportunities, deals, sales, etc.
- Incentives for free Ad-sponsored service and incomes for all the subjects involved in the system
- Complete definition of the Ad campaign (content, frequency and type of domain and gateway, budget to invest)

GPS tracking

Real time GPS tracking of your mobile router

WiFi connectivity on moving vehicles

SMS Station has expanded the possibility to offer connection even to moving vehicles, increasing your opportunities: trains, buses, vessels, ships, cruises.

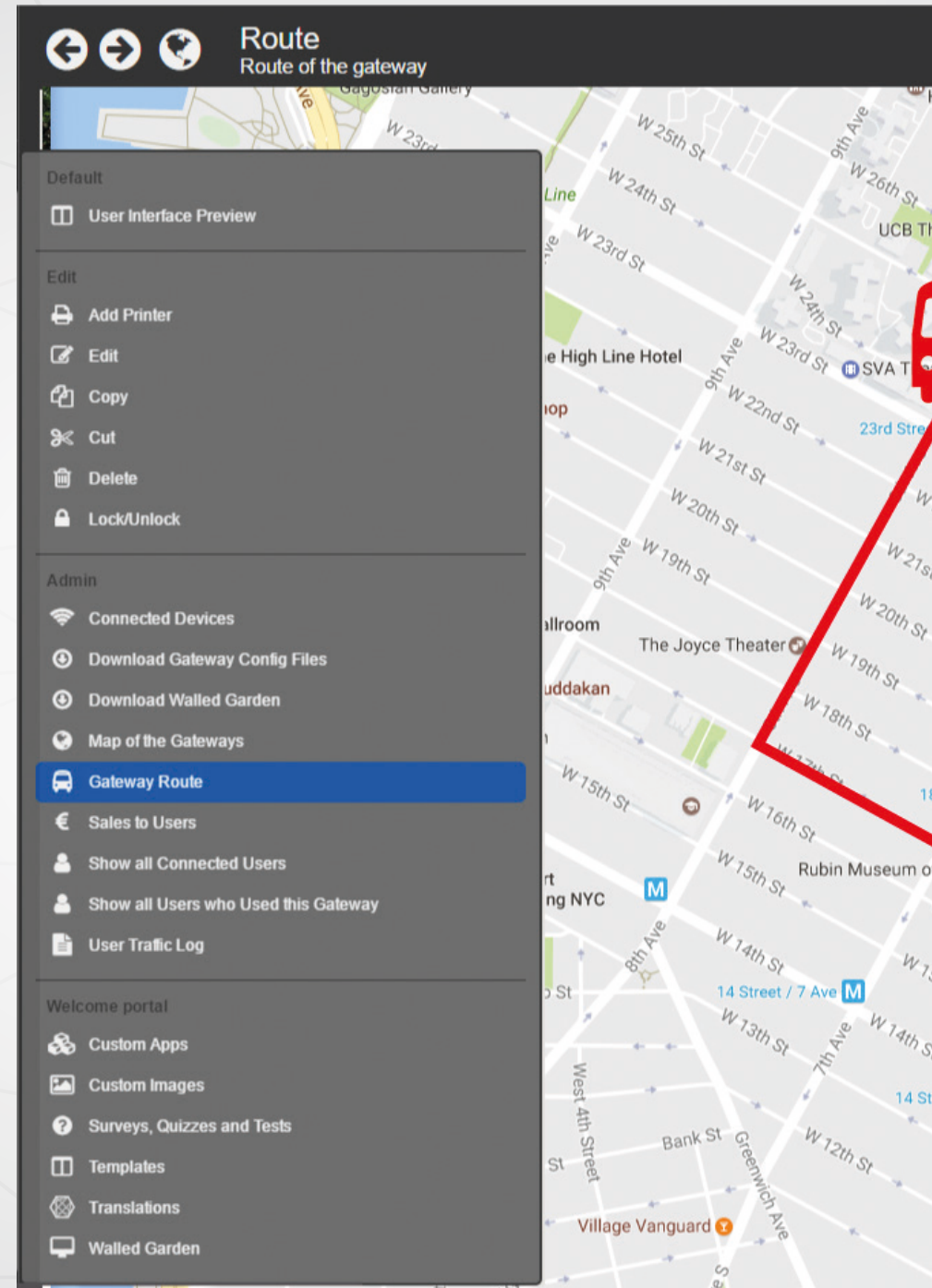
Track the routes using GPS

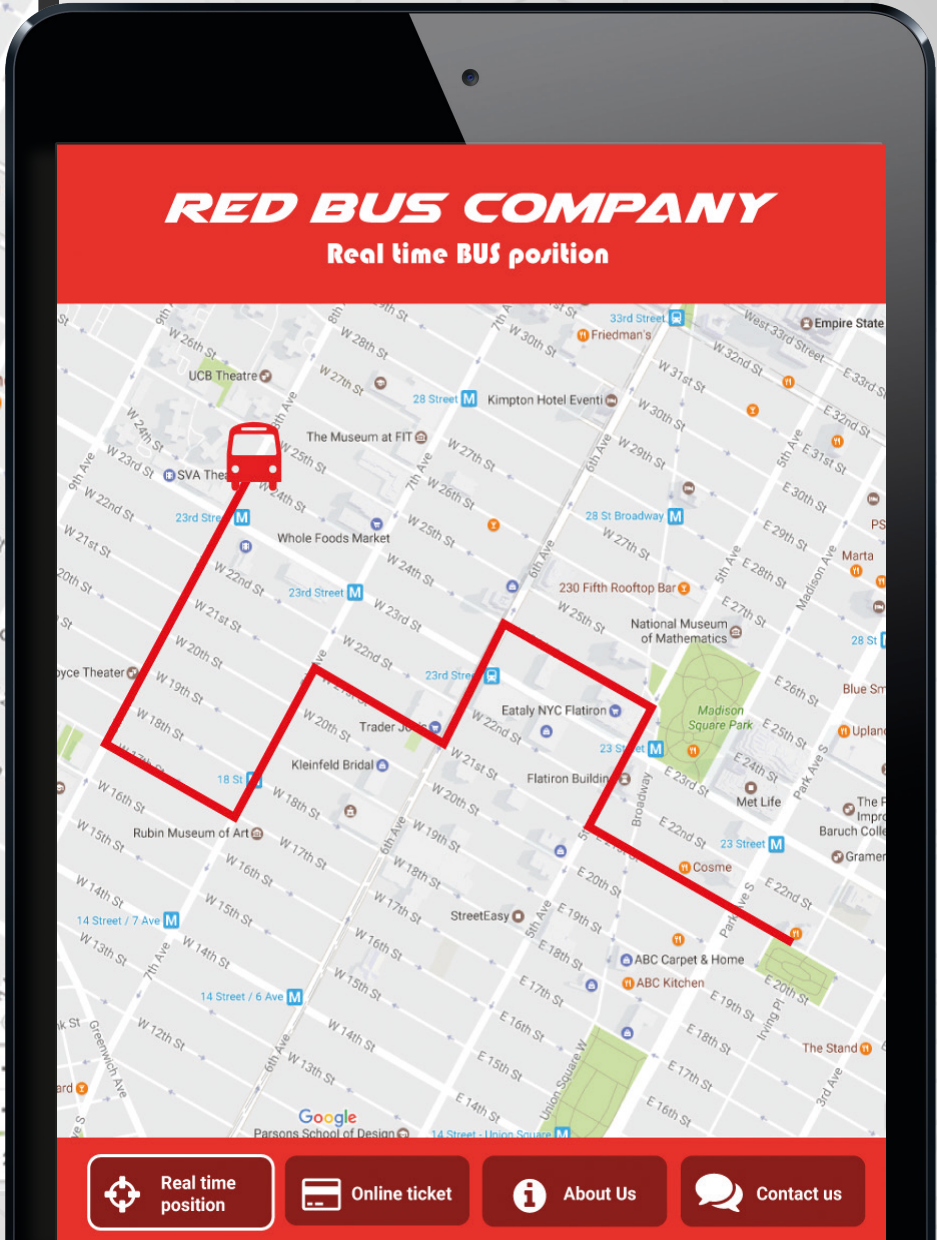
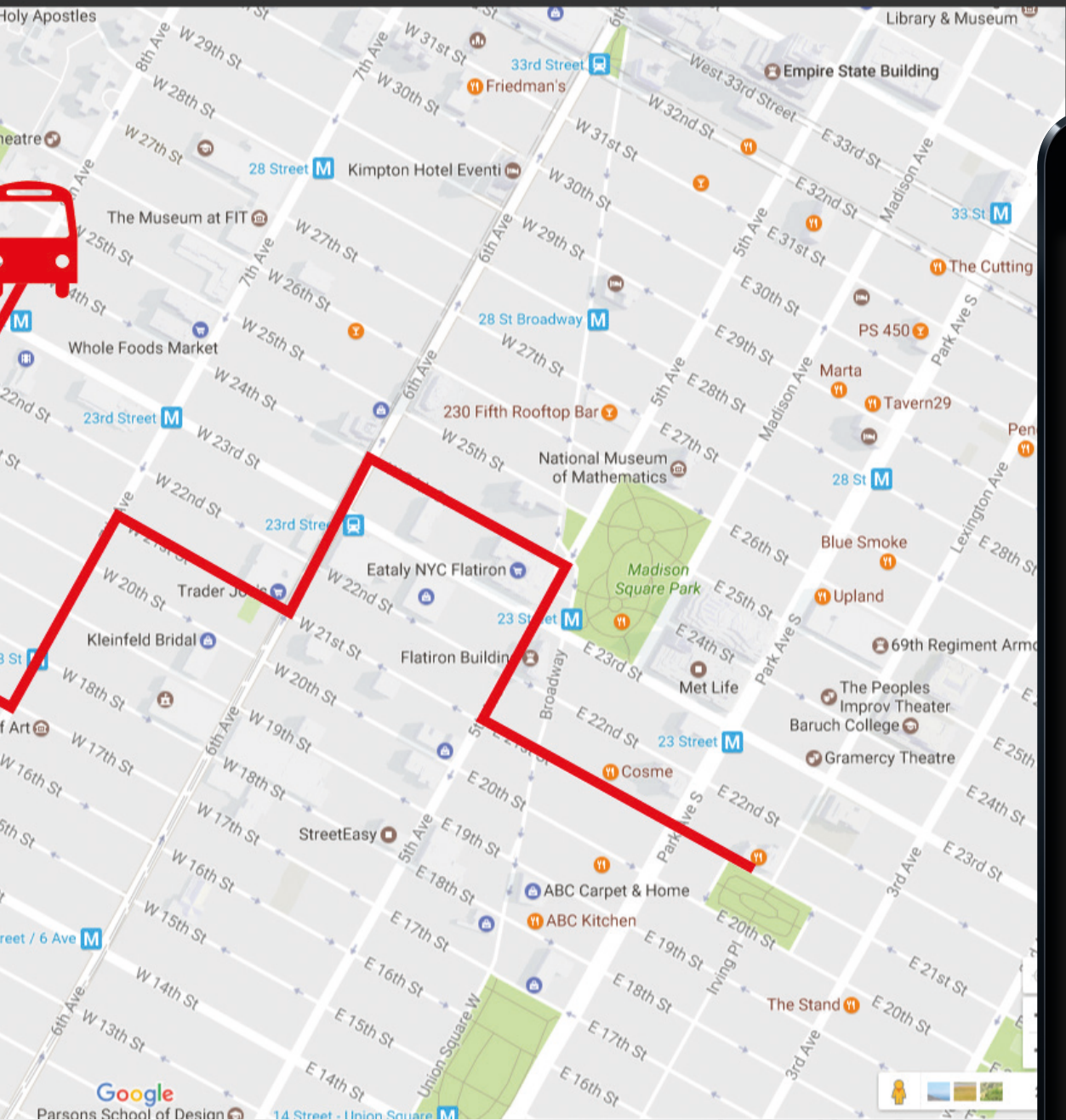
Track the route of your mobile vehicles whether buses, trains, ships, vessels. Show it on your website or create your App.

Drive your Ads on moving vehicles

Target your Ads based on GPS coordinates, target your campaigns based on the geographical areas where you want the ads to show.

Customers benefit from personalized and targeted advertisements. Trigger off banners, videos during the various stages of their routes. Share information about places of interest, restaurants, museums, etc. encouraging customers to explore their surroundings.



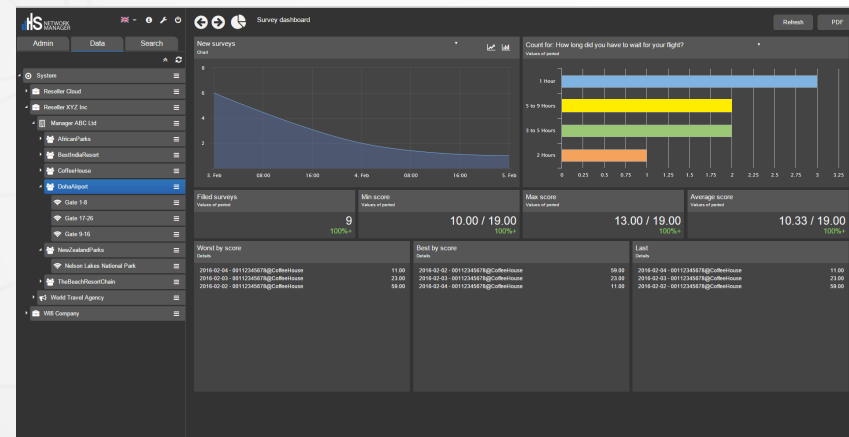
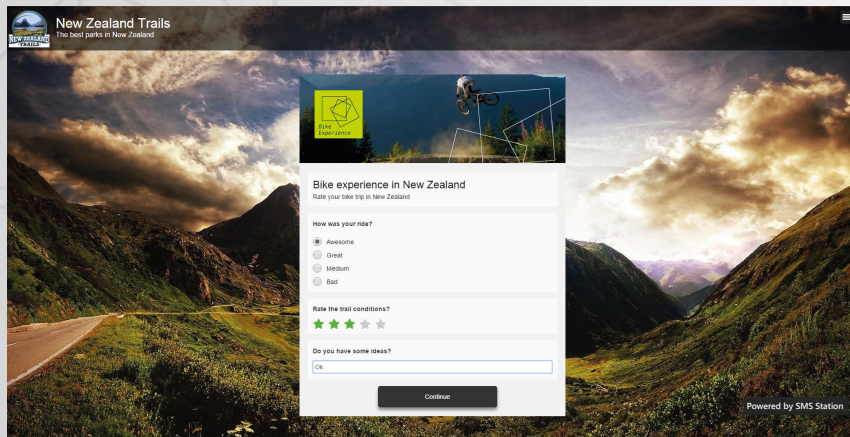


Surveys

Create surveys, quizzes and tests on the fly. Get answers

Whether you are testing customer satisfaction or launching a new product, surveys help you make quick and smart decisions.

Brand your quizzes and tests for your customers. It takes just few simple steps to prepare your quizzes and engage your target audience. Surveys, quizzes tests are unique methods to interact through an online quiz in your branded environment and let your guests, patients, students or customers have fun while learn something. With surveys you can generate reports of quiz scores and customer performances, saving hours of paperwork.



Listen carefully. Help your customers stay loyal

Why do loyal customers decline to be encouraged by competitors, and choose to stay with their favorite brands? The most famous brands listen to their customers, and tailor their marketing strategies to their target audience.

Listen to what your customers want. They tell you how they want to be made happy.

Analyze results in real-time

The survey dashboard allows you to look at responses in real-time, share them with colleagues, and export data in multiple formats. Download all surveys results into Excel, CSV and spend your time improving your service rather than analyze survey data.



Bike e
Rate your

How did y
We want to k
Let us know.

- Aweso
- Great
- Medi
- Bad!

Rate the t
Sometimes i
★ ★

Do you ha
Great ride



Experience in New Zealand

bike trip in New Zealand

Do you find the trail during this peak season period?

Let us know if there is something that we can do in order to maintain the trail in a better way.

Awesome! I enjoy my ride a lot!

Great! I feel great during the downhill!

Good! Great, but it could be better!

Not good at all.

Trail conditions? Was it dry, wet or in general disorder?

Let us know if it happens that the trail is not in good conditions. Let us know.



Do you have some ideas? Do you want to let us know something specific?

Continue

Works with every smartphone, tablet, and desktop

Over 50% of surveys are opened on mobile devices. Send your surveys confidently knowing they'll be beautiful on any device, in any browser. Build your survey with a user-friendly interface.

Choose from multiple question types, customizable themes, and many other options. You can use these features in order to create custom surveys or tests or quizzes.



Multiple choice



Option



Number



Rating



Text

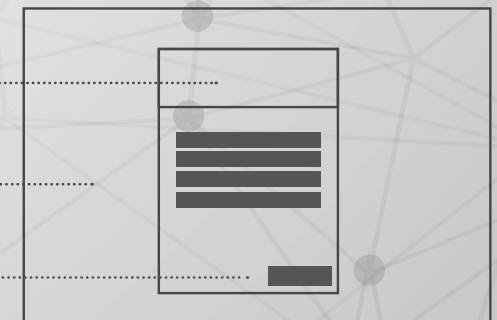
How you ask a question is just as important as what you ask

Customers adore a personalized experience. Design and personalize your surveys with a user friendly interface, customize the look from the background to the header image. Select your customers' language. You have unlimited surveys, use interactive questions to increase response rates.

Custom header image

Custom background

Custom skip rules



Cards & Vouchers

Just one click to print a card or a voucher

SMS Station Printer is an integrated device for SMS Station to create, display and dynamically print cards and vouchers. The proper tool for the requirements of every single reception be hotels, campsites, museums, swimming-pools, discos and ideal product on buses, trains, ferries, ships, taxis, beaches. A handy printer for your venues, multilanguage printing and connection using a cable and via WiFi.

Card for an intuitive and quick login

With just username & password, and guest is connected!



Voucher

Give a unique code to your customers which limits the usage as desired.



Customize your texts, template, set duration, limits and other key data.

Cards and vouchers can be printed when needed or in advance and distributed to different sales locations. Export the codes in CSV format and send it to a print shop to print your personalized cards, vouchers and scratch coupons. You can even use our API to generate voucher or card codes on the fly!

Print Cards and Vouchers in the blink of an eye

Print cards and vouchers with a common inkjet or laser printer or using the SMS Station thermal Printer, a card and voucher thermal printer which can print out codes on the fly.

The front desk clerk can easily print tens of vouchers or cards in the blink of an eye and distribute or sell them to the guests. The dashboard panel allows you to see in real-time if a coupon has been used or not.

Admin can configure multiple-level roles. The capabilities of issuing vouchers, checking clients and see statistics are singularly assigned to authorized people such as front desk clerks, hotel managers, venue owners.

SMS Station Printer

Just one click to print a card or a voucher

Deep integration with SMS Station and ready to go. SMS Station Printer is the ideal device if you want something quick, easy, ready-to-go installation and reliable.

A new additional device essential and extremely important for the completeness of the offer that you can suggest to your clients. Customize the text with instructions or use it to deliver advertising content.

Thermal printer. You never run out of ink

Tough and robust, it offers fast direct thermal printing with speeds up to 70mm/second, power cable plus a rechargeable battery to ensure flexible connectivity. Serve your clients from the front desk or on the road!

A rugged design to ensure reliability in even the harshest environments.

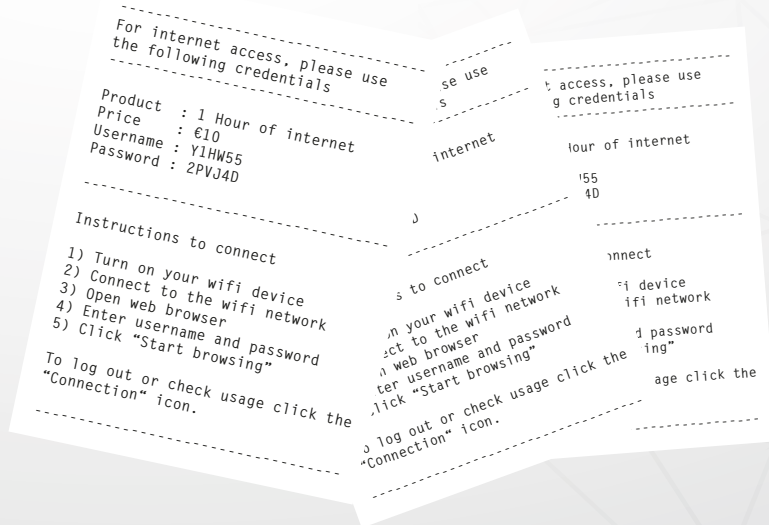
Printing a Card or a Voucher in a click

The operations to print a Card or a Voucher are simple and intuitive. Simply press the F1 button and choose what you want to print thanks to a mono or multi-level menu.

The number of steps that the operator has to perform, always depends on the configuration.

The possible choices are: Type (Card or Voucher); Print Language; Product Group (defined in the domain products to help to determine if there are many products enabled for printing); Product.

If for example, only Cards are enabled, only one language and only a group, operator has to choose only the product he wants to print. In just one click the operator can print a card or a voucher.



Get started. Find the right SMS Station for you

SMS Station is available in two main versions:

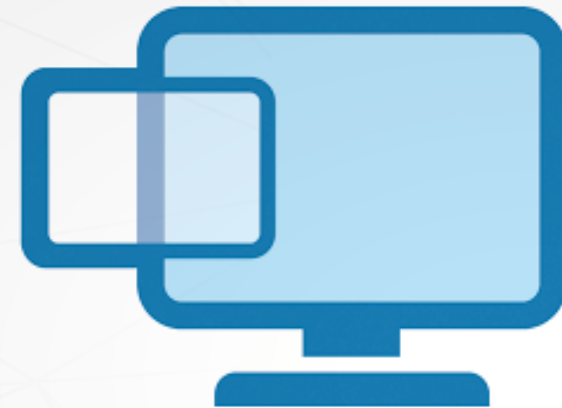


HARDWARE

Standalone dedicated appliance, desktop and also rack mountable 1U. The product is ready to work.

Control one router or the entire city WiFi

A flexible system allowing you to select your solution to suit a wide variety of business requirements from a single hotspot to a WISP with multiple venues and wireless networks.



VIRTUAL

virtual dedicated appliance that runs on VMware player, VMware vSphere or convertible on other virtual systems

Choose the license up to your requirements

The solution provides a complete license level system as to satisfy a wide range of business needs. Each level manages a defined number of networks and ads with unlimited concurrent users. SMS Station provides you the maximum flexibility and scalability. You can start with a basic level proposal and increase the performance of the product in the near future and when you require.

White Label solution

Marketing your service with your brand, it identifies your business.

SMS Station offers you a white label platform and gives you the opportunity to upload a custom brand logo, replacing the default one.

Brand the start-screen and all the dashboards with your logo, make your SMS Station have your corporate look. Enrich your Wi-Fi service with a full branded offering. Look in line with your service, your identity will be recognizable and memorable.

Branding SMS Station and Manuals

For our reseller partners, SMS Station runs a branding partnership program for those businesses who would like to sell SMS Station under their own brand.

As reseller partner, your branded SMS Station and Administrator Manual can be used for multiple installations and demonstrations. Your customers can download your branded SMS Station, test it and purchase the license when ready.



MANUAL

Flexible configuration allows easy management and distribution

Our simple pricing structure makes it easy for any type of store and fit your different business requirements

Partners are at the core of our business, so we do everything we can to drive them to success



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