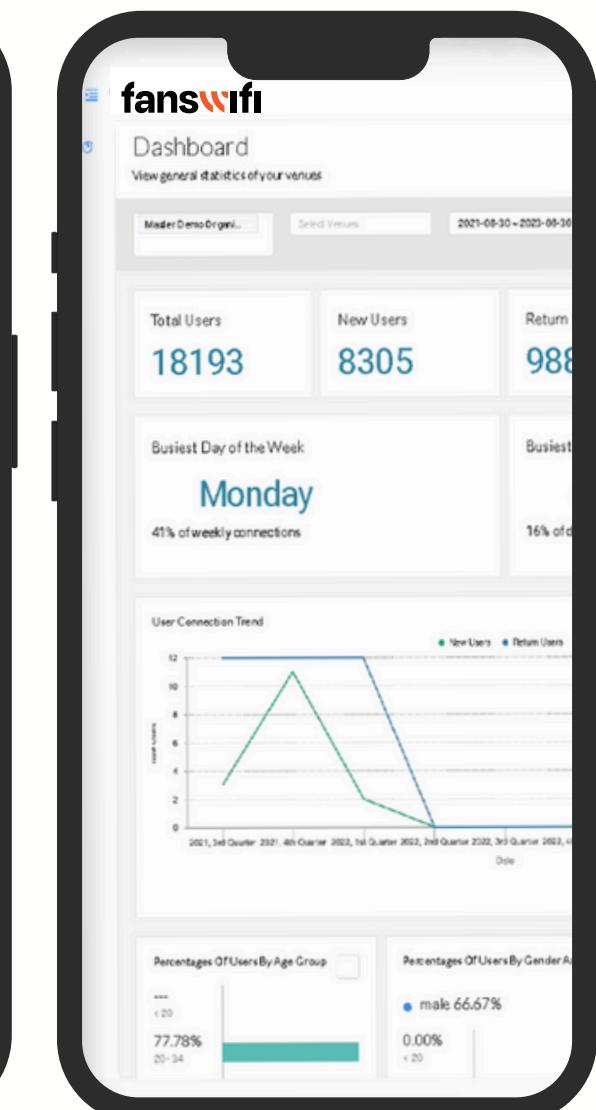
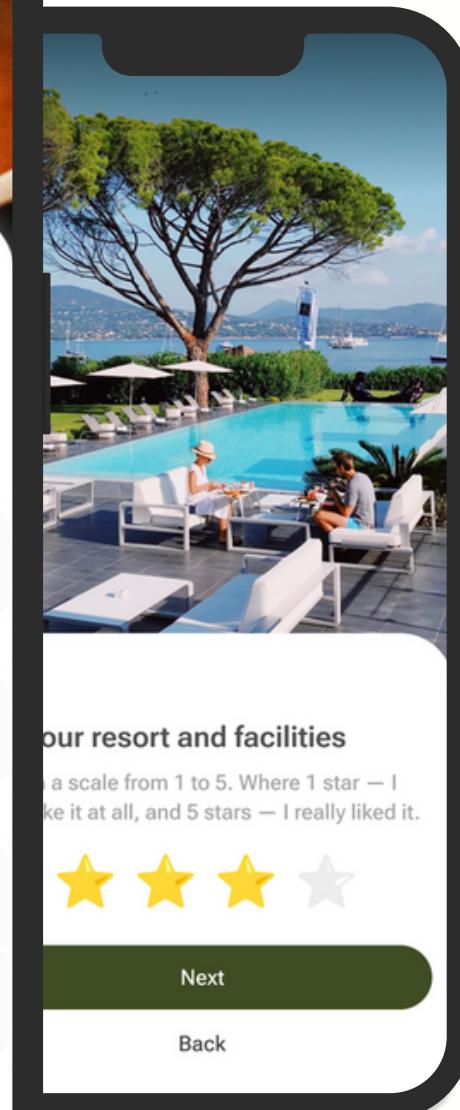
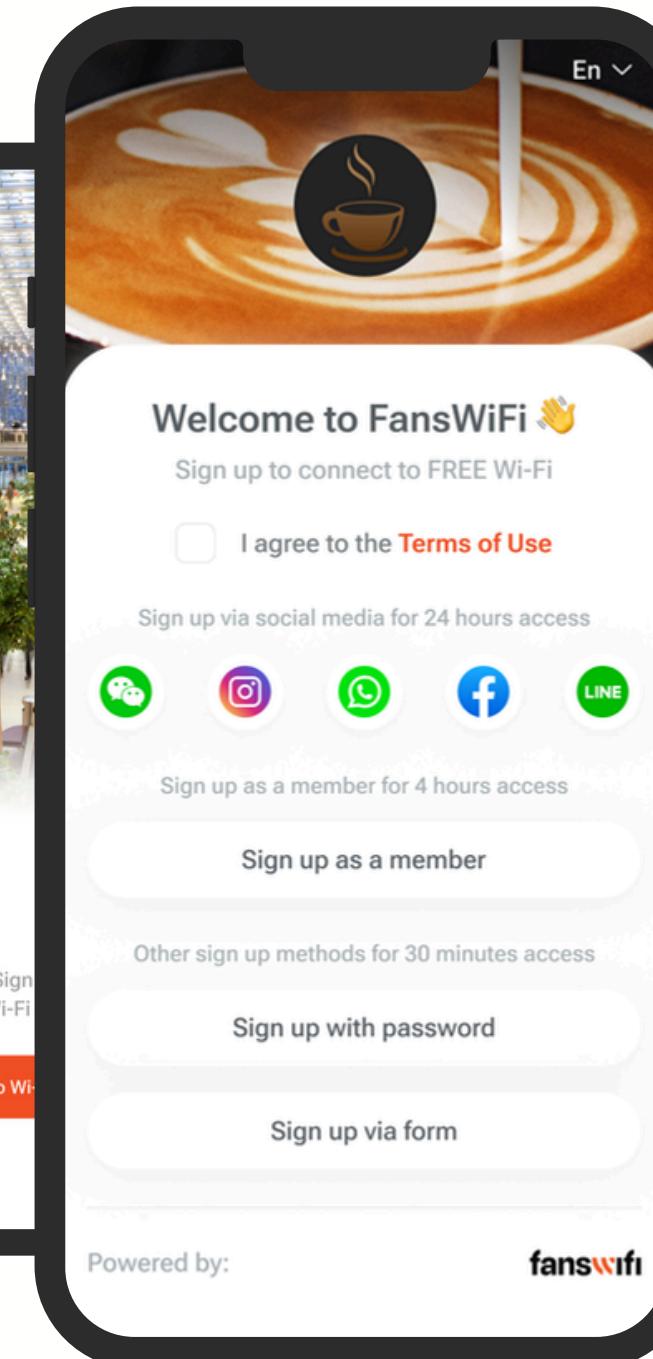
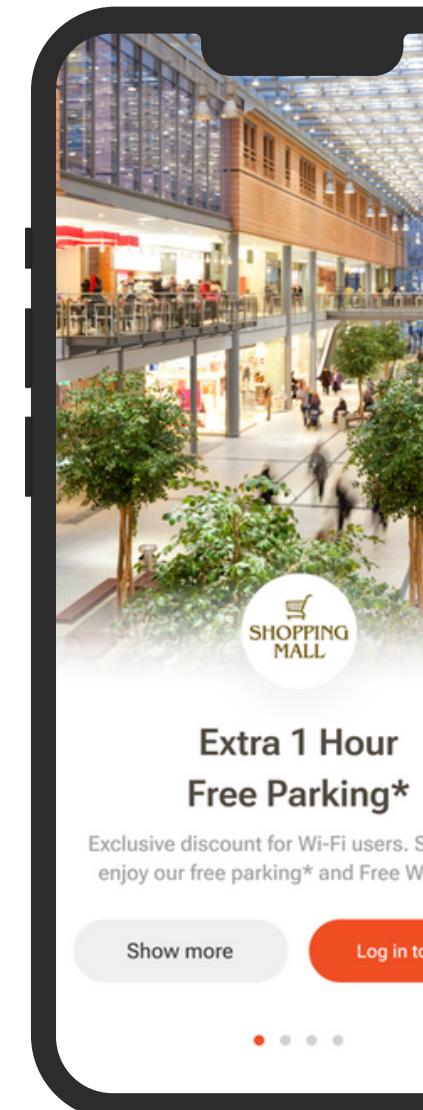
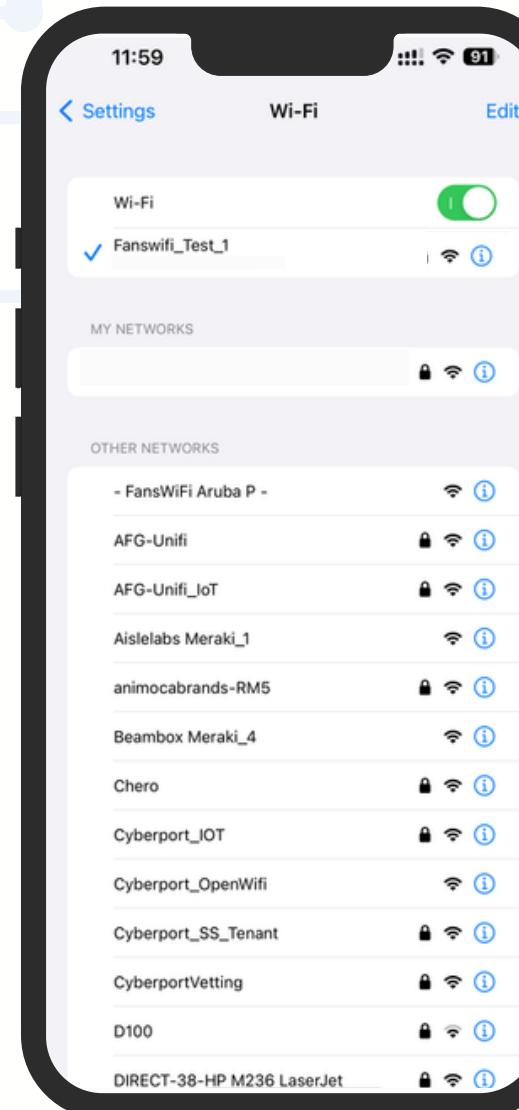


Creative Social WiFi Marketing Platform



Transform WiFi to **Marketing Tools**
And turn your customers
into **Loyal Fans**

www.fanswifi.com

WELCOME 

About Us

fansWiFi is a leading social WiFi marketing platform **founded in 2012**. We provide a seamless experience for businesses to achieve their marketing objectives by promoting media engagement and distributing mobile marketing ads. We specialize in **WiFi Marketing (Social WiFi)** to expand our clients' marketing tools and foster social media interaction. Our platform provides valuable data analytics to help businesses optimize their marketing strategies and make informed decisions. With FansWiFi, businesses can boost customer engagement, loyalty, and revenue and we strive to meet the unique needs of each business.

● Long-Term Customers

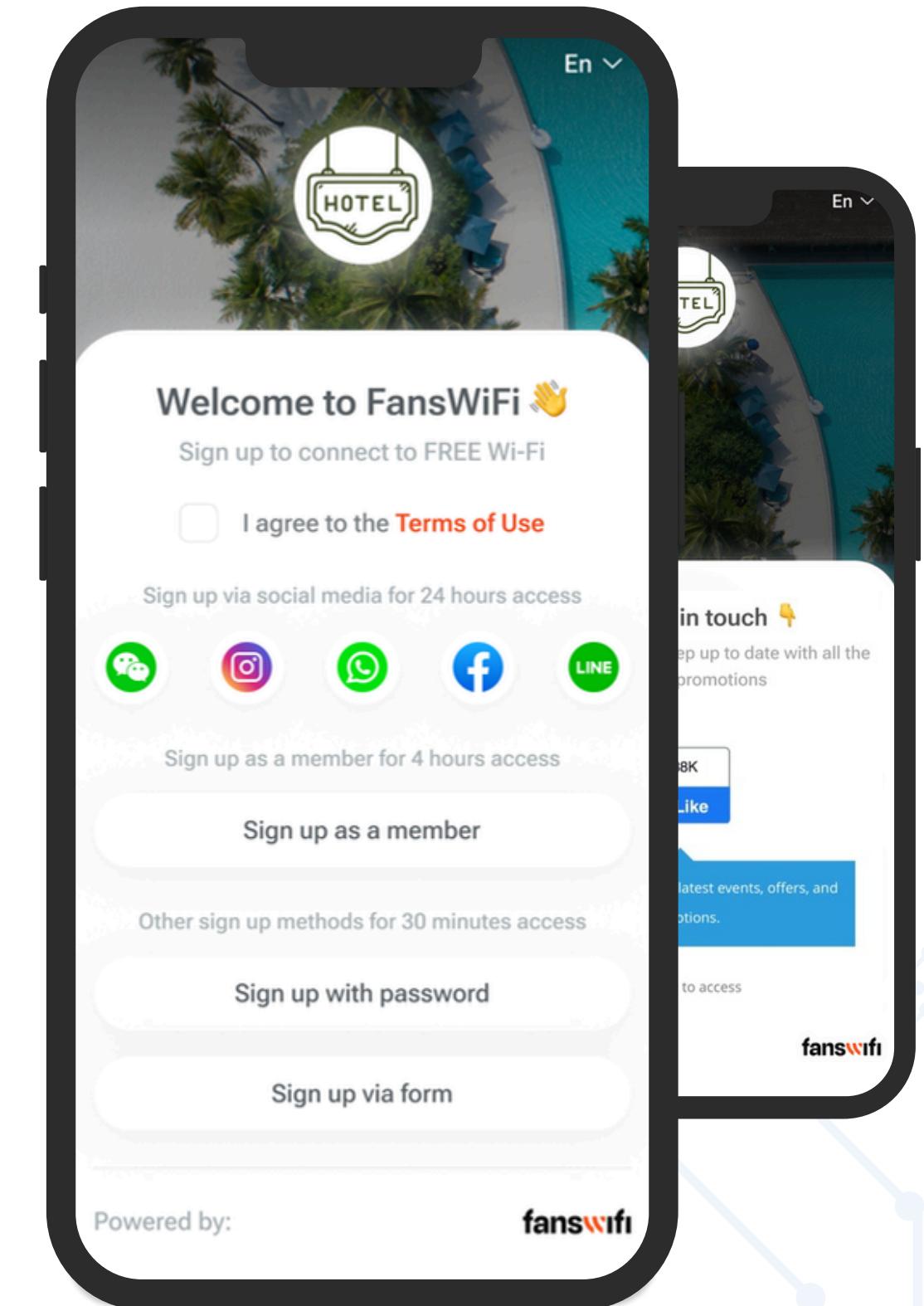
- **Hong Kong Government, LVMH Fashion Group**, Kenzo, Celine, Givenchy, Agnes b
Café, Madame Tussaud Museum, Mercedes me...etc.

● Flagship Product

- FansWiFi: Award-Winning Social Media Marketing WiFi Platform
- Telco Ready WiFi Captive Portal Management Platform
- WiFi Revenue Generating platform for Properties and Shopping Malls by reselling WiFi Marketing SSIDs to tenants and brands to earn revenue

● Long-Term Partners & Supported Platforms

- **PCCW, HKT, China Mobile Hong Kong**
- Global WiFi Router Brands: Ruckus Wireless, Cisco Meraki, Aerohive, Aruba Networks, Ruijie Networks, Peplink/Pepwave...etc.



www.fanswifi.com

WELCOME 

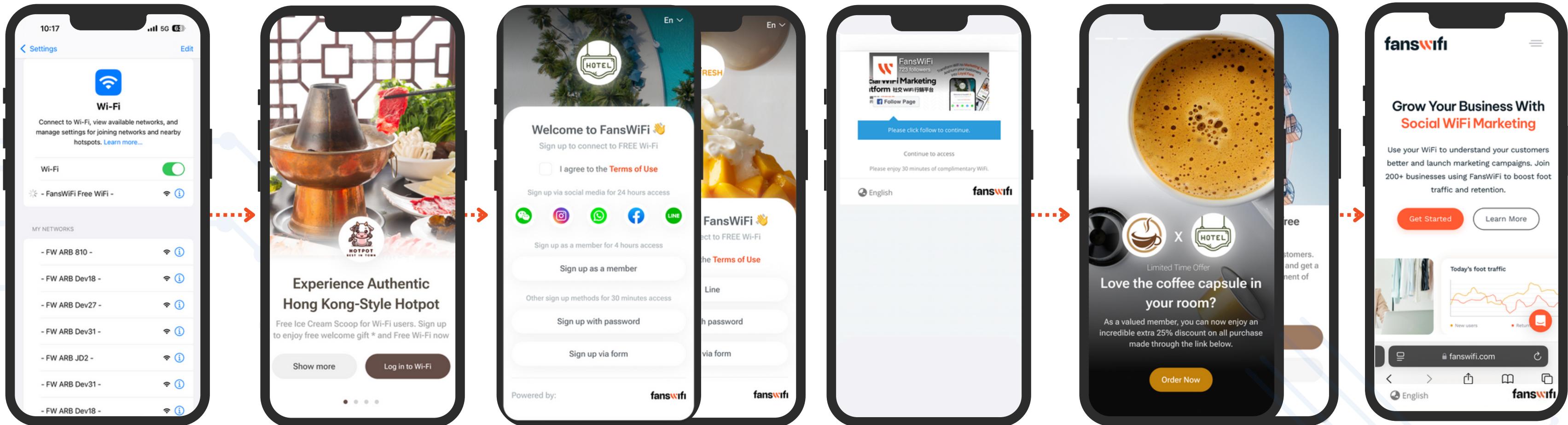
Transform WiFi to **Marketing Tools**
And turn your customers
into **Loyal Fans**

Unique Features of Fans**WiFi**

- FansWiFi resolves the issue of standard captive portal logins on **Android systems** by providing a seamless experience that **prevents browser closures**.
- FansWiFi allows **landing on any URL**, which can be **changed at any time** based on merchant preferences.
- Login through different social media and other options (email, passcode etc) **inquires Wi-Fi users** to follow merchants' fan pages on Instagram, LINE, and WeChat.
- FansWiFi's solution directs Wi-Fi users to send messages to merchants' WhatsApp accounts, avoiding potential account blocks or spam labeling, **ensuring uninterrupted communication**.

LOGIN FLOW

How FansWiFi Works



Step 1 - SSID

Choose Merchant SSID

Step 2 - Splash Page

Provides an opportunity to engage users, promote offers, and enhance branding before accessing WiFi.

Step 3 - Login Page & Social media access for users

Select Preferred Social Media for WiFi Access and Profile Info Collection, e.g. [WeChat](#), [Line](#) (Required to follow), [Facebook](#), [Instagram](#), [WhatsApp](#), e-form, Passcode and One-click login

Ask users to Like/Follow merchant's social media page ([Facebook](#) / [Instagram](#) / [Line](#) / [WeChat](#) / [WhatsApp](#), [Viber](#)...etc.)

Step 4 - Campaign ad (Optional)

WiFi networks track the location of connecting AP devices, enable location-based marketing and ads e.g Coupon, Survey, E-stamp, or Re-Marketing page

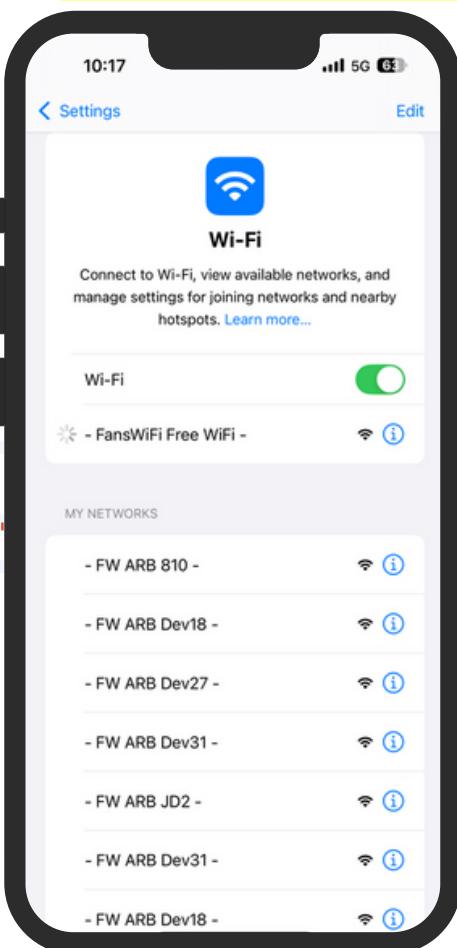
Step 5 - Free WiFi

Businesses can add any website link, including app download links, and request users to follow the [Xiaohongshu](#) (小紅書) account during the login process

LOGIN FLOW

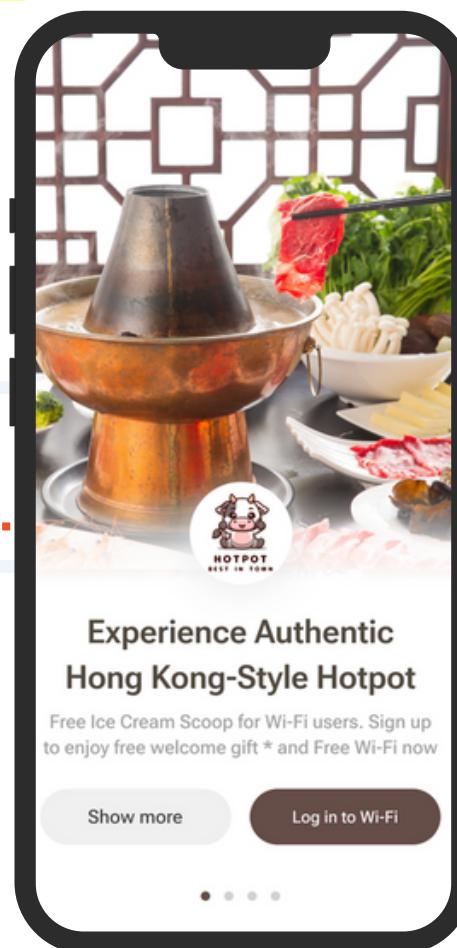
Social media login option flows.

iPhone & Android



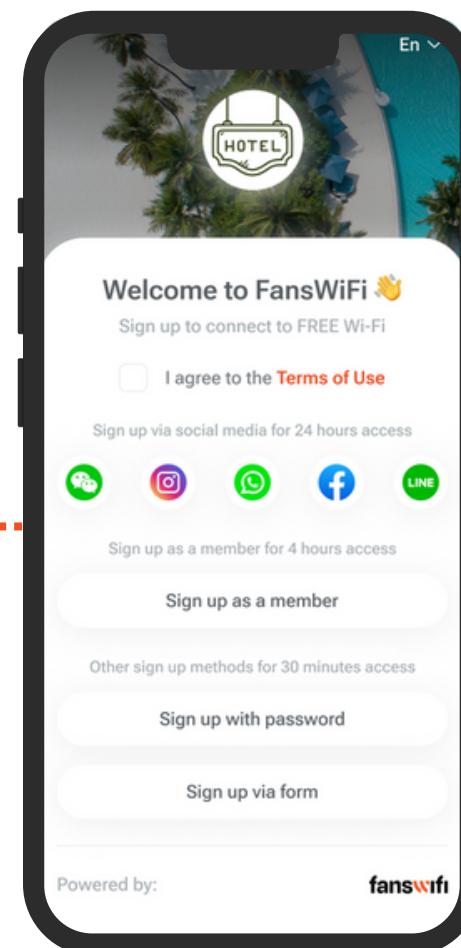
Step 1 - SSID

User connect to Merchant's WiFi SSID



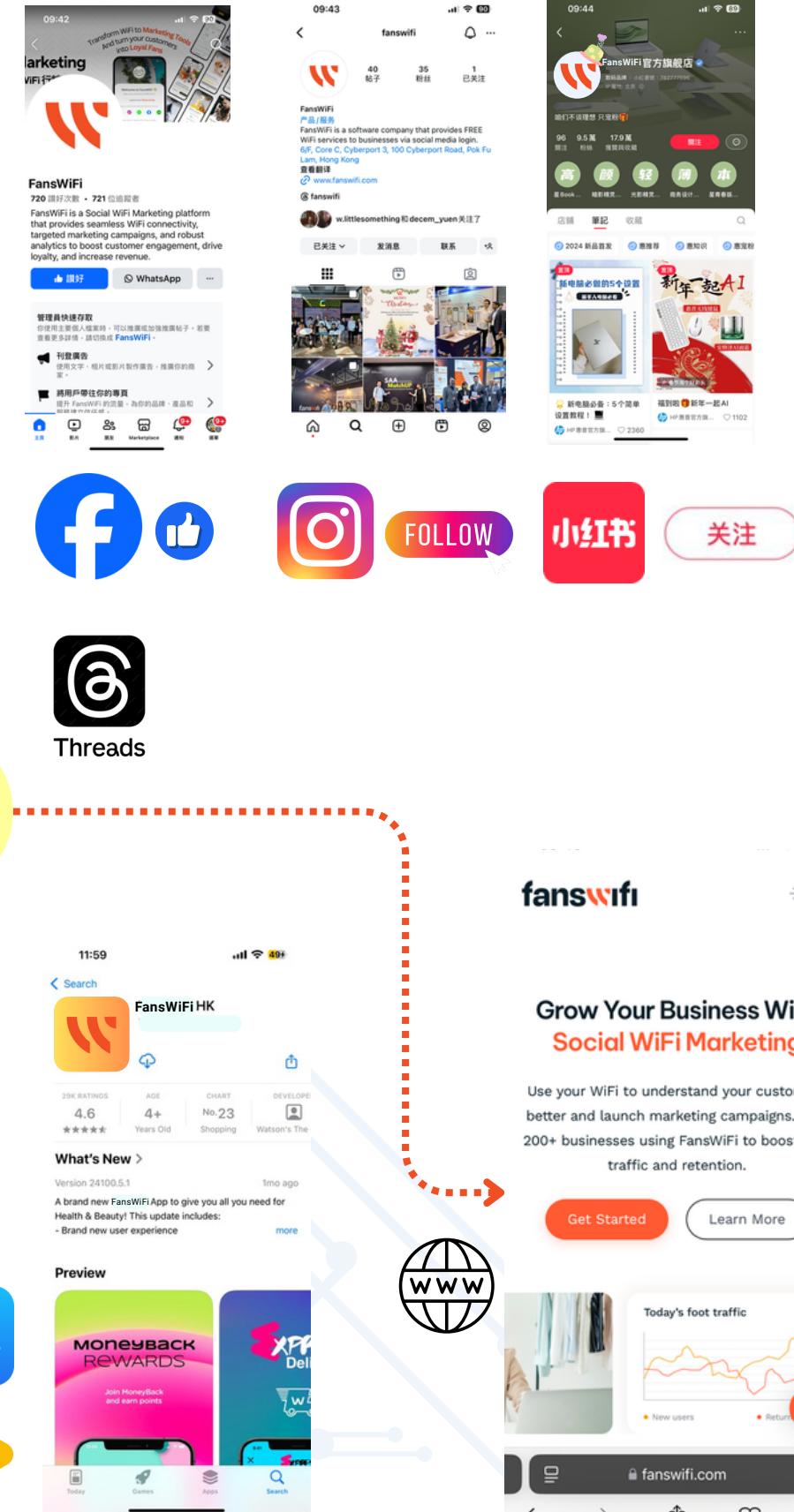
Step 2 - Splash Page

Provides an opportunity to engage users, promote offers, and enhance branding before accessing WiFi.



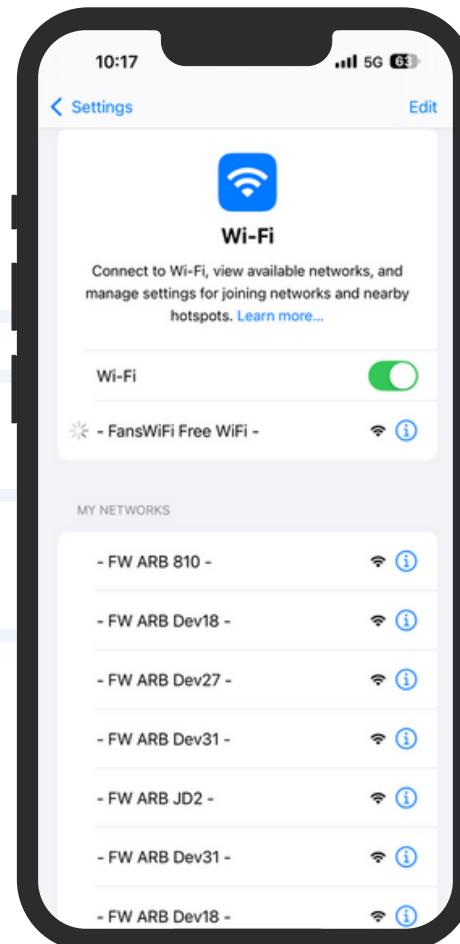
Step 3 - Login Page

Landing page with Terms of Use and social media access for users. **Options for Wi-Fi access and profile info collection include Facebook, Instagram, WhatsApp, WeChat, Line, Viber, e-form, passcode, and one-click login.**



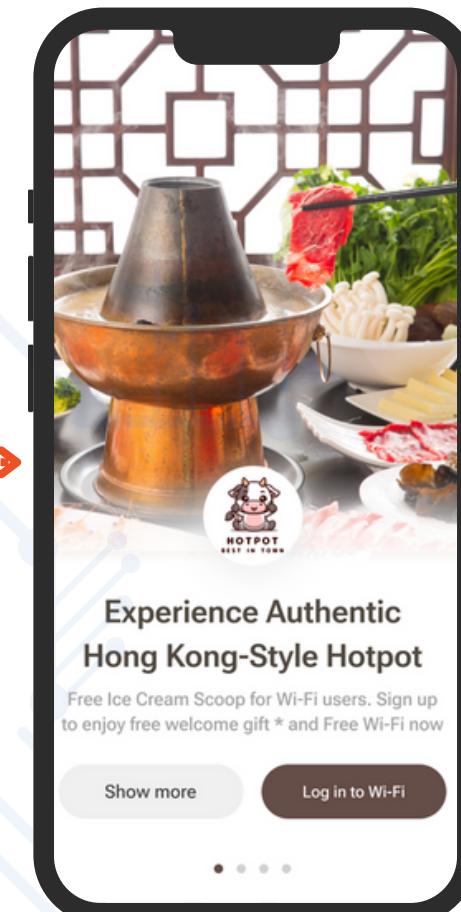
LOGIN FLOW

Direct landing to any URL - login flows.



Step 1 - SSID

Choose Merchant SSID



Step 2 - Splash Page

Provides an opportunity to engage users, promote offers, and enhance branding before accessing WiFi.

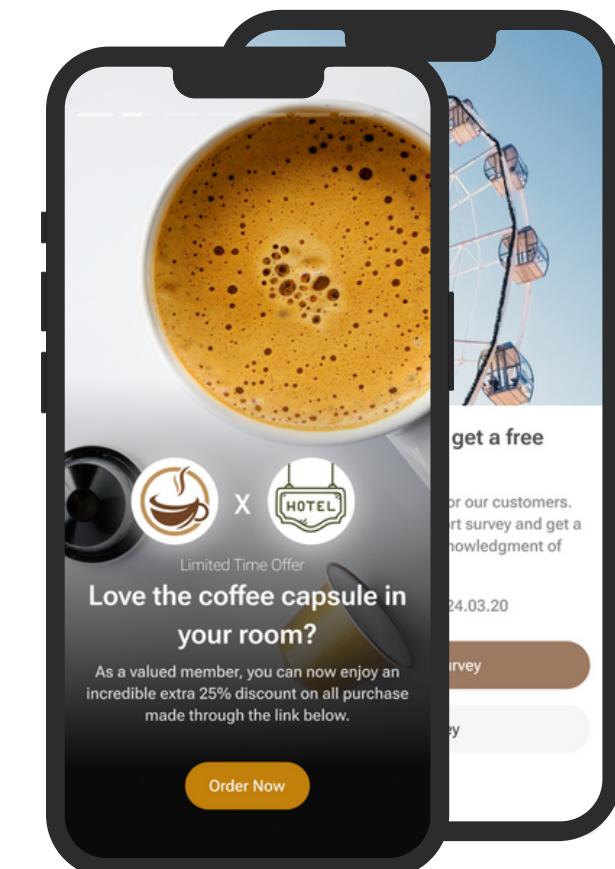


Step 3 - Free WiFi

Businesses can add any URL link, such as a download page or a membership page.



Optional: Insert campaign ad display after (step 2) splash page



WiFi networks track the location of connecting AP devices, enable location-based marketing and ads, e.g. Coupon, Survey, or Re-Marketing page

Support
Video, Gif & Image

www.fanswifi.com

WELCOME 

Information collected through Social Media

***Data collected may encounter issues due to social media policy changes. FansWiFi will update the process, but is not responsible for failure impacts result from these policy changes.

 Facebook	 Instagram	 Google	 Apple	 Line	 WhatsApp	 WeChat	 Viber
Facebook Profile ID	Instagram Profile ID	Google Account ID	*Apple ID	Line Open ID	WhatsApp Mobile Phone Number	WeChat Open ID	Viber Mobile Phone Number
Name & Gender (To be updated)	Name	Name		Name / Profile Icon	Name	Name & Profile Picture	--
Birthday & Age (To be updated)	*Require users to follow official account		Verified Real Email or private relay email by Apple (Choose by User)	*Require user to add business's Line follow official account as friend	Direct Channel for sending re-marketing message to user in future (Prevent Message from business be marked as Spam since user sent Message to business already)	*Require user to follow official account	*Require user to follow official account
Verified Email Address		Verified Email Address	If user choose "Hide my email", a private apple relay email will be collected. (usually ending in @privaterelay.appleid.com)	Verified Email Address	Direct marketing channel	Direct marketing channel	
Encourage users to follow or like the Facebook page				Status Message	-	-	

*Business will need to have their own Apple Developer account
Extra setup fee will be needed for activating "Sign in with Apple"

CAPTIVE PORTAL

Other login methods

To accommodate individuals without social media accounts, we offer the following solutions:

Registration form

Name (First & Last Name)
Email
Phone Number
Birthday
Gender

OR

Sign in with Password

Enable WiFi users to log in using a simple password



OR

One-Click Login

Enable WiFi users to log in by tapping a simple button



OR

Video Login

Enable WiFi users to log in by viewing a short video



*Data gathered through the registration form.

**Clients have the flexibility to customize the information they intend to collect, for instance, opting for email only or both name and phone number.

*Privileged login access can be granted to users who have made purchases.

*Can provide a briefer duration, such as 15 minutes, for users not willing to share social media info.

[Time Control Function]

*Can provide a briefer duration, such as 15 minutes, for users not willing to share social media info.

[Time Control Function]



FANSWIFI

Our Metrics

Use your WiFi to understand your customers better and launch marketing campaigns. Join 200+ businesses using FansWiFi to boost foot traffic and retention.

- **Save money while maximizing your reach**

Can assist venues in reducing marketing costs, engaging customers, and maximizing ROI

- **Boost Retention**

With Loyalty Program And Real-Time Rewards!

- **Engage**

With Captivating Ads, Videos, And Surveys

- **Unlock Insights**

Utilize Data Analytics for Tailored Marketing!

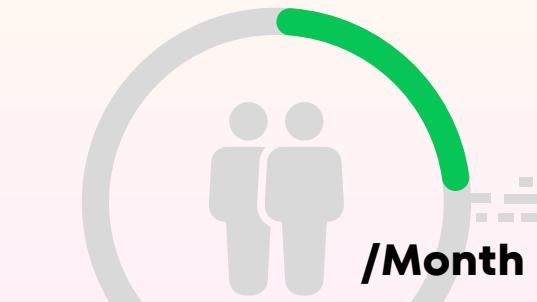
Acquisition cost
as low as
USD 0.1 to USD 0.25

USD 0.1

Average Response Rate
For Campaigns

+68%

Increase
Social Media followers:
3.5x



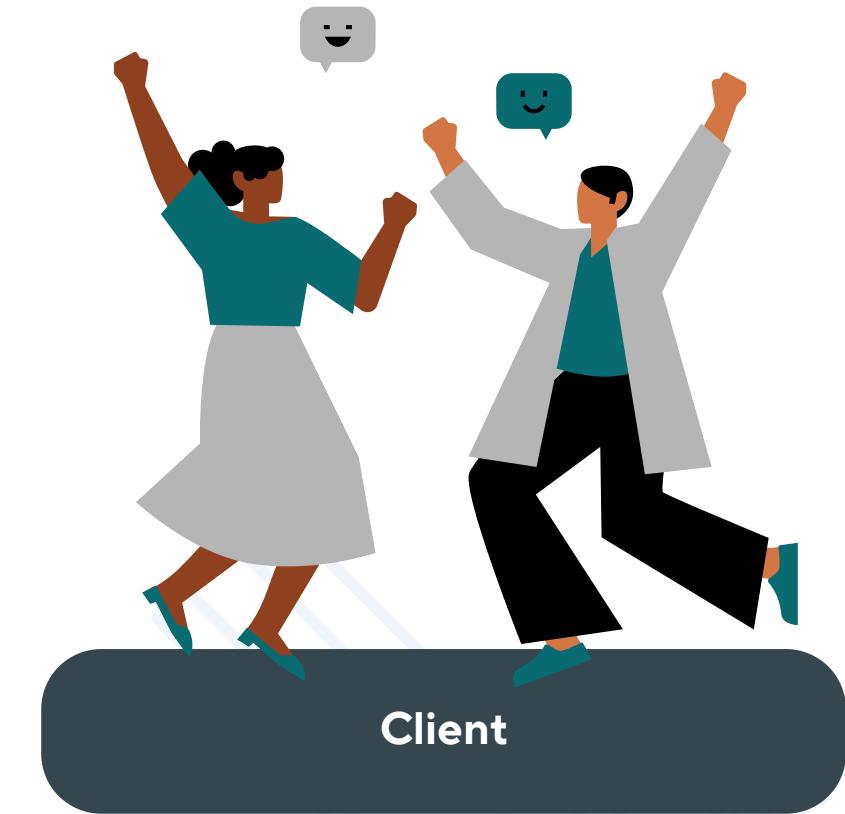
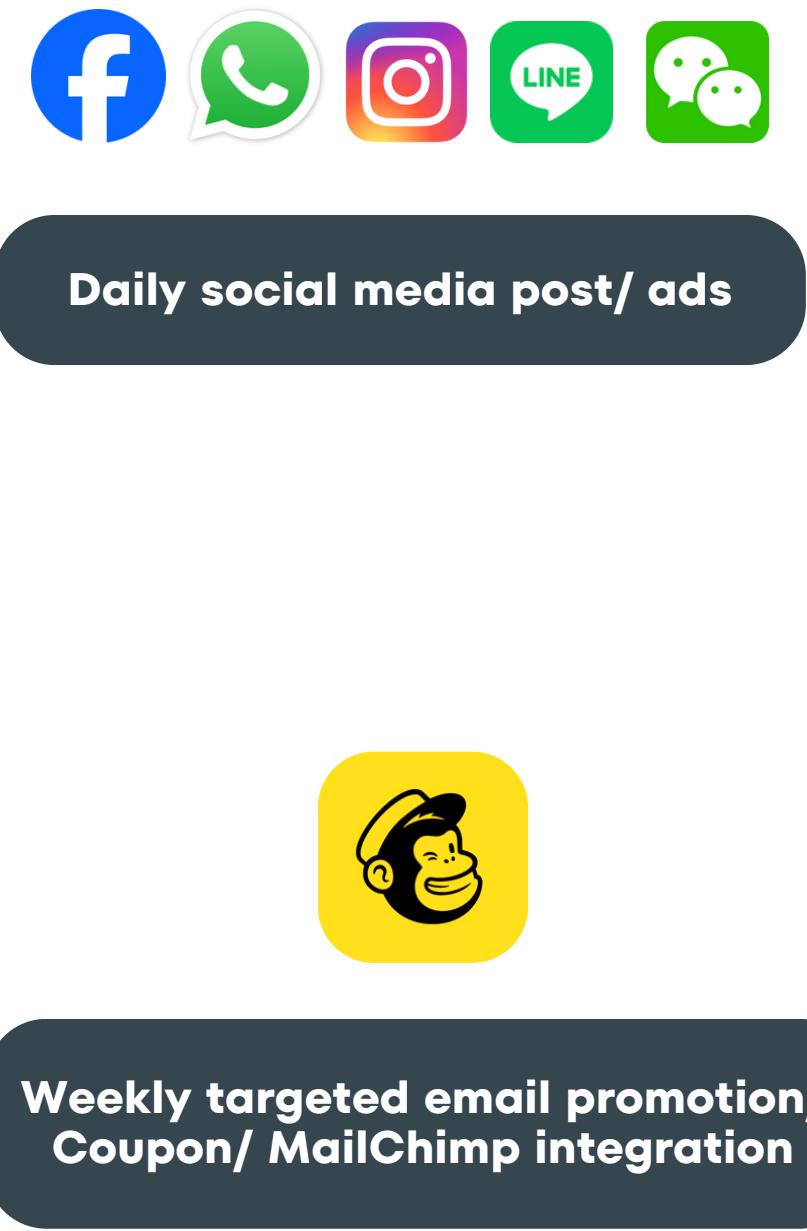
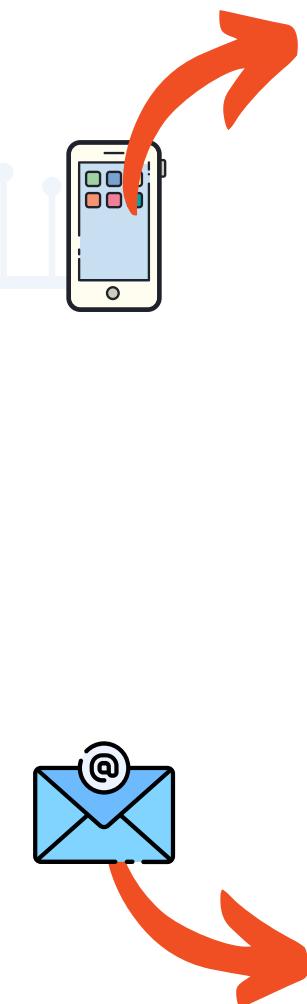
Increase

After joining FansWiFi



Features

Remarketing after Visitors leave the location for a Long-Term Marketing Strategy

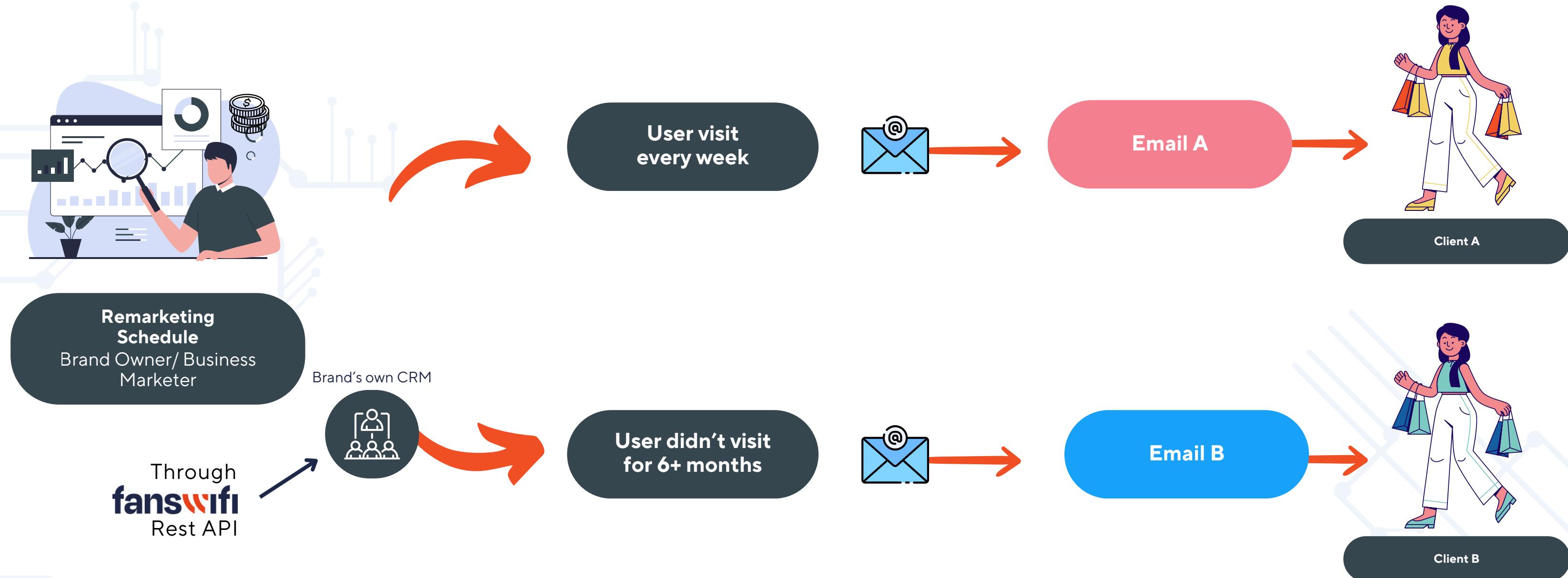


Upgrade offline marketing to online

Remarketing after Visitors leave the location

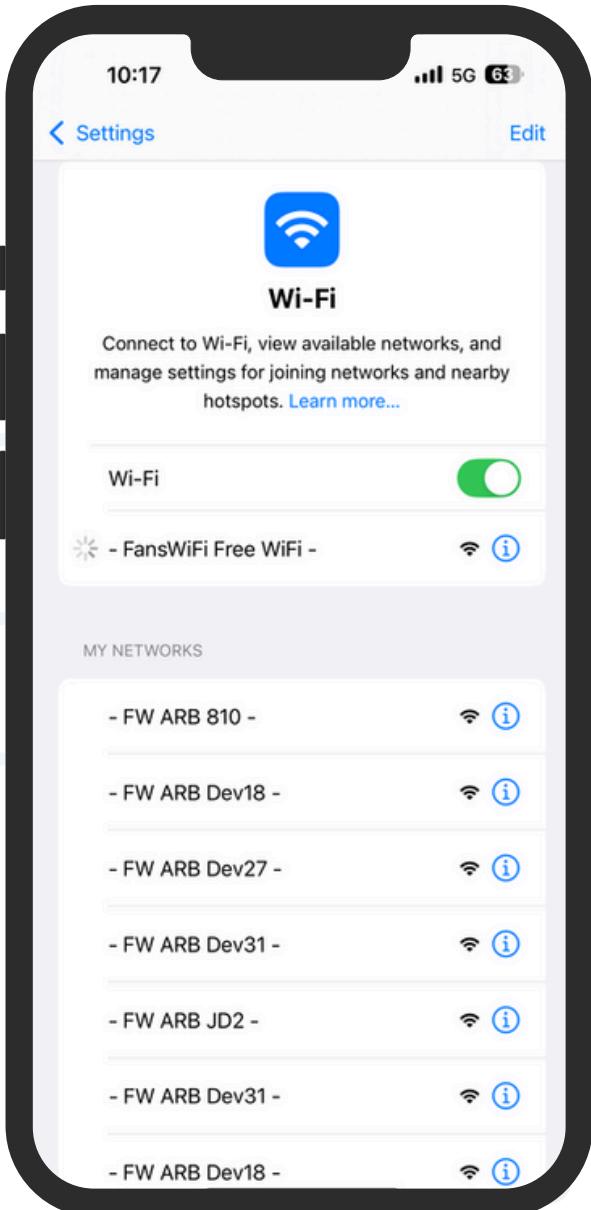
Depends on Behavior

 Brand's CRM acquires the behavior data via Rest API
*EDM sending engine is not included



UX ENHANCEMENT FOR RETURNING VISITORS

Seamless Login for Returning Visitors flow for Android and iOS

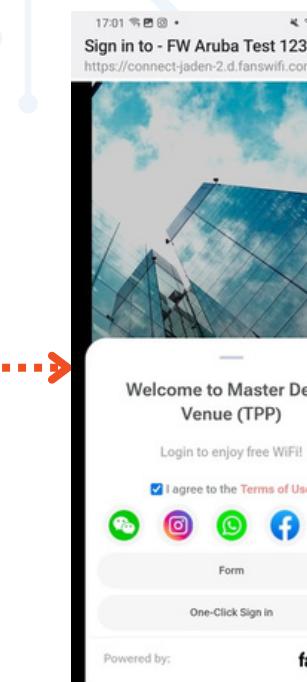


Step 1 – Connect to WiFi SSID

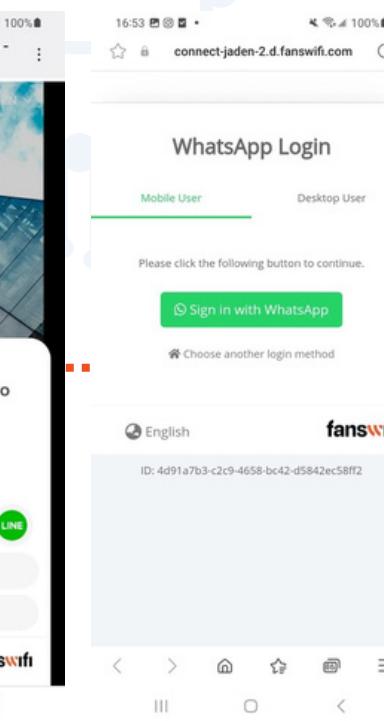
1st Time Visitor

Recognize returning user via device's WiFi Mac Address

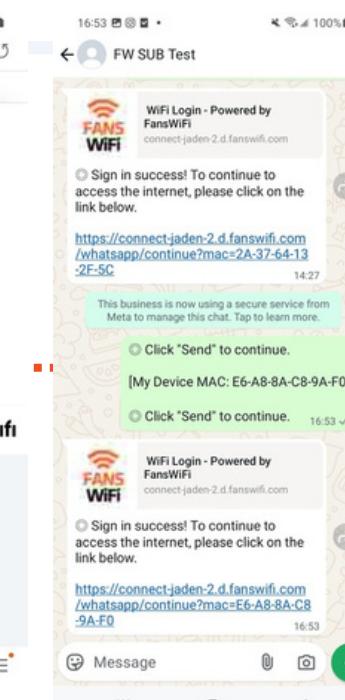
Returning Visitor



Step 2 – Welcome Back Page
(User could login via 1-Click)



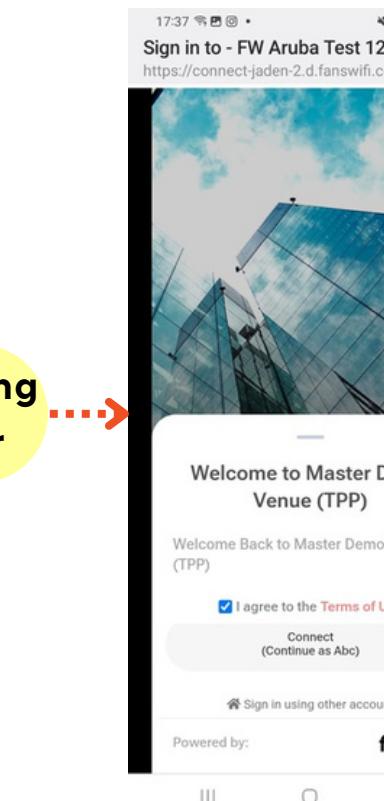
Step 3 – Ads Campaign Page
(Optional)
User will still require to view the Ads for returning visit



Free Internet Access



Free Internet Access



Transform WiFi to **Marketing Tools**
And turn your customers
into **Loyal Fans**

Solving the Unsolvable: Expertise in Every WiFi Detail

**Transforming complex device and Social Media
behaviors into opportunities for your business
to connect, engage, and convert.**

www.fanswifi.com

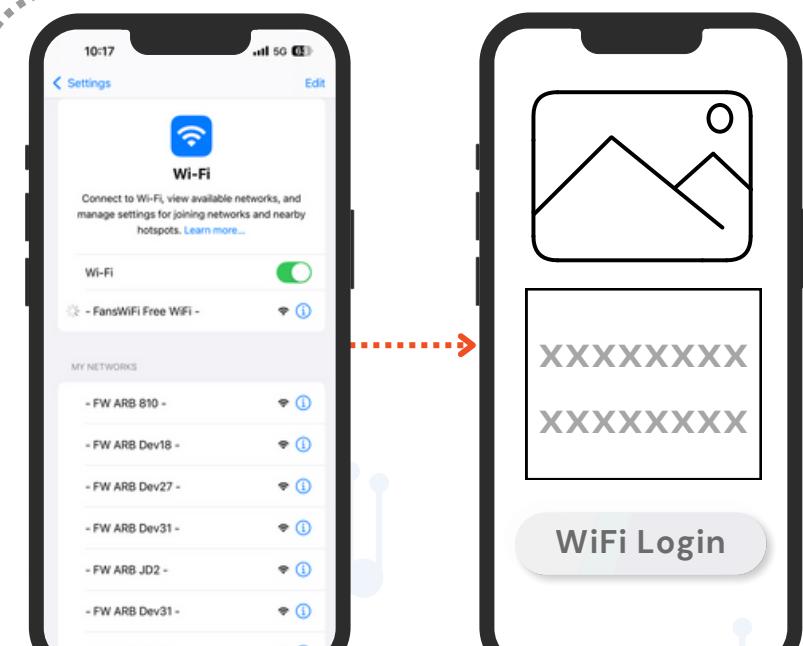
WELCOME 

ANDROID SPECIAL HANDLING

Issue of normal WiFi Captive Portal on **Android**, and how FansWiFi Solve it.

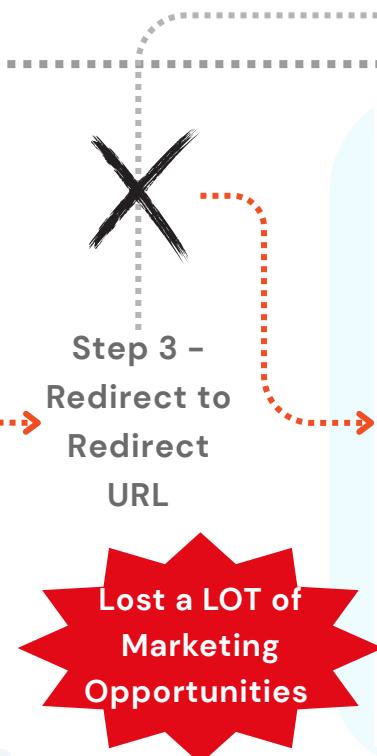


Normal WiFi Captive Portal in the Market (Android)



Step 1 - SSID

Step 2 - Splash Page



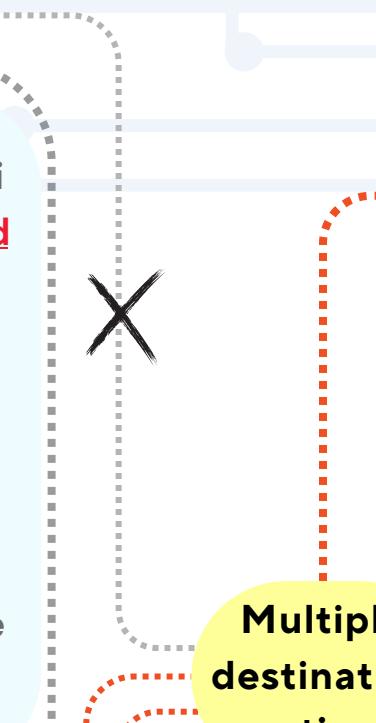
Step 3 - Redirect to Redirect URL

Lost a LOT of Marketing Opportunities



Android Captive WiFi Portal Browser **Closed** after Internet access is granted. User will return back to Android desktop.

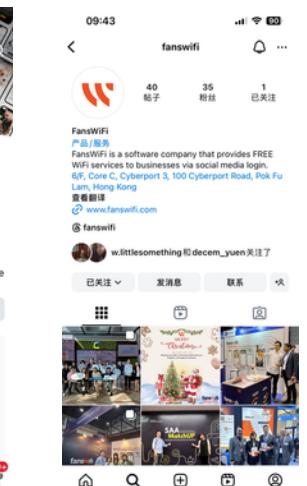
No Ads, No Website, No Social Media page can be displayed.



Step 5 - Free WiFi

Businesses have the option to add any URL link, including a download page and a membership page.

Grant Internet Access



FOLLOW



FOLLOW

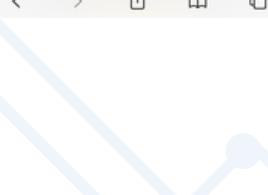
fanswifi

Grow Your Business With Social WiFi Marketing

Use your WiFi to understand your customers better and launch marketing campaigns. Join 200+ businesses using FansWiFi to boost foot traffic and retention.

Get Started

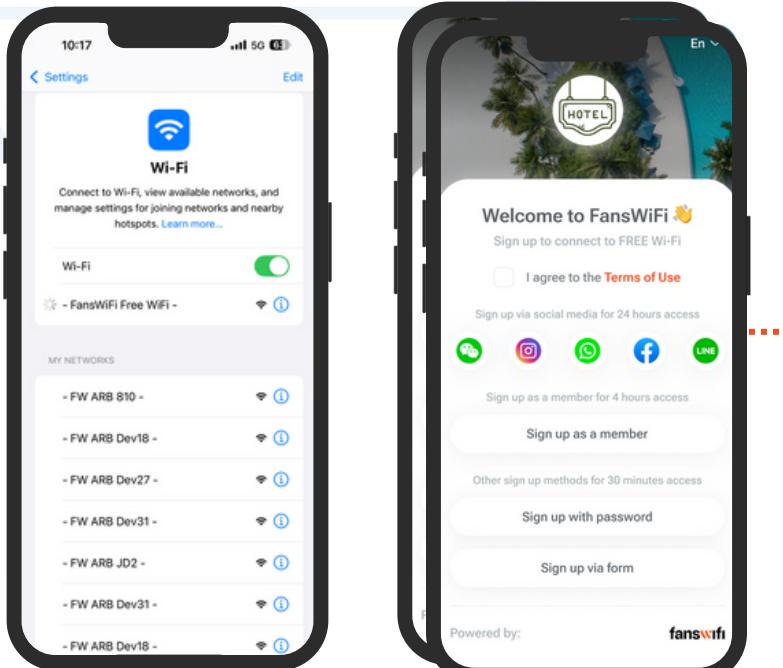
Learn More



www.fanswifi.com

WELCOME

FansWiFi for iPhone and modern Android (Android 11 or above)



Step 1 - SSID

Step 2 - Splash Page



Step 3 - Bring User to system default browser on iPhone & Android (e.g. Safari / Chrome)

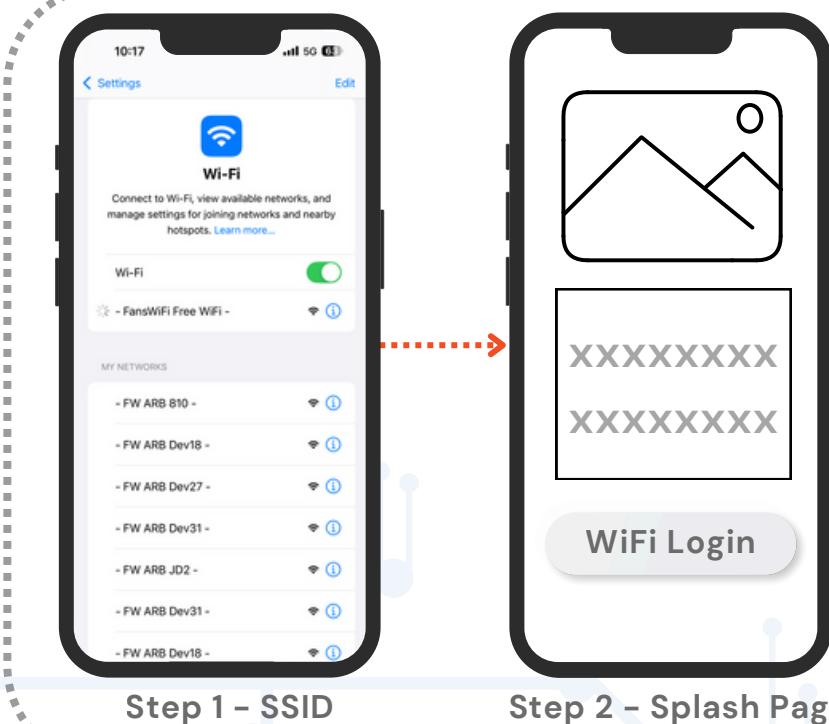
Step 4 - Campaign ad (Optional)

IPHONE SPECIAL HANDLING

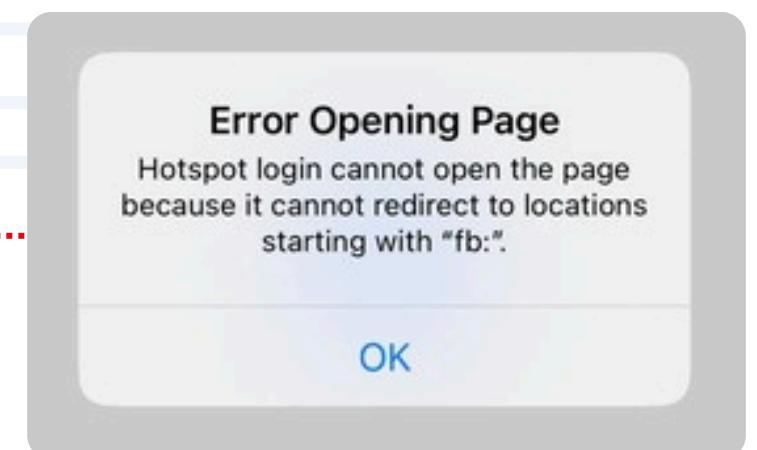
Deep Link issue on normal WiFi Captive Portal on iPhone, and how FansWiFi Solve it.

fansWiFi

Normal WiFi Captive Portal in the Market
(iPhone)

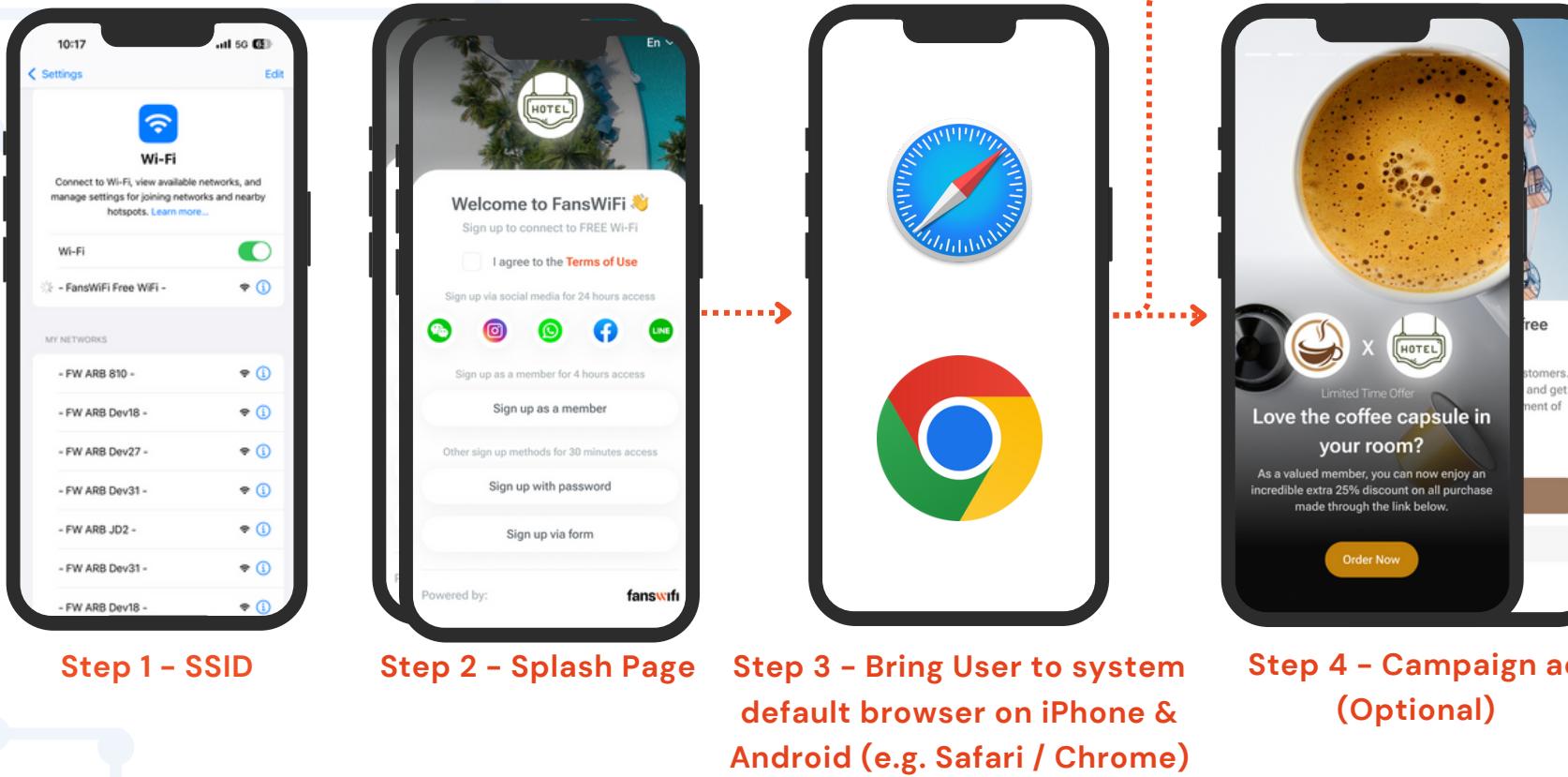


iPhone Captive WiFi Portal Browser show **Error** and **Closed** after captive portal trying to redirect user to Facebook Page (or other Social Media App Pages)



This issue happens on some iPhone and some iOS version including iOS 18

FansWiFi for iPhone and modern Android (Android 11 or above)

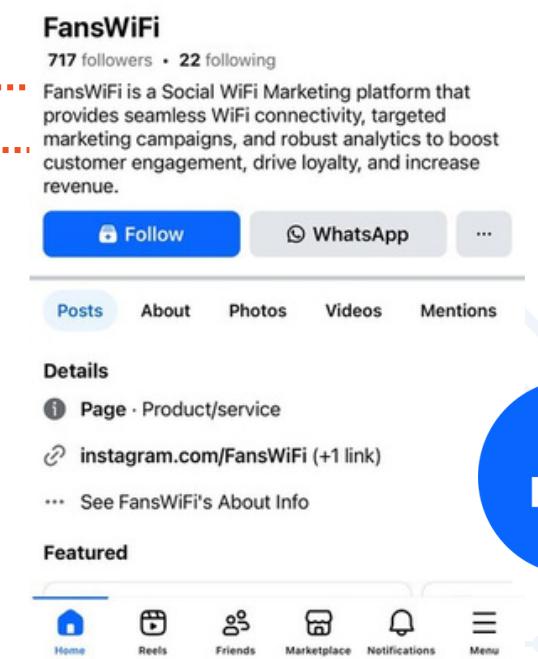


Step 5 - Facebook App

Bring user to Facebook App and brand's Facebook Page Successfully in "Logged in Status"

User can Follow the brand and engage with more content

Bring a LOT of more traffic and engagement



www.fanswifi.com

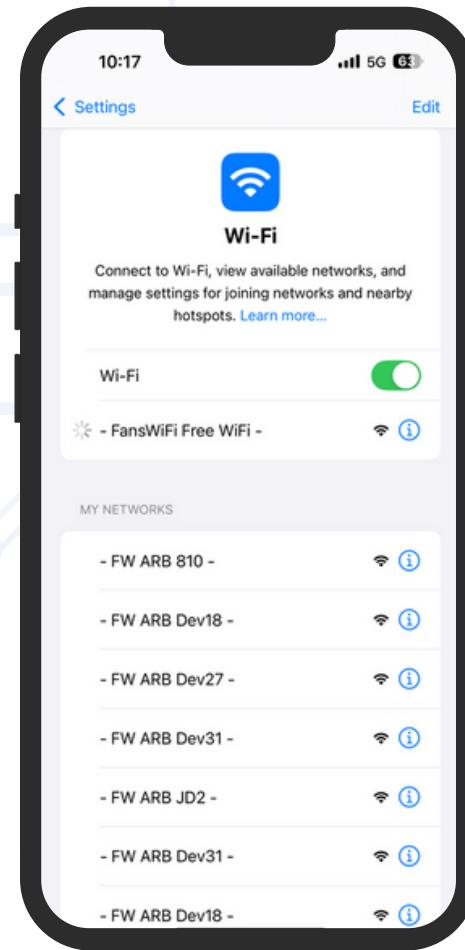
WELCOME 

ADVANCED REDIRECT

Conditional Destination flows.

Engage users depending on certain conditions

Send user to the most suitable social media / destination



Step 1 - SSID



Step 2 - Splash Page

Advanced Conditional Redirect

Advanced Condition for redirect

Device Language

- English
- Traditional Chinese
- Simplified Chinese

Login Method

- Facebook, Instagram, WeChat...etc.

English / Traditional Chinese



Business's Facebook / Instagram Account

Simplified Chinese



Business's 小紅書 app and business profile account

fans**wifi**

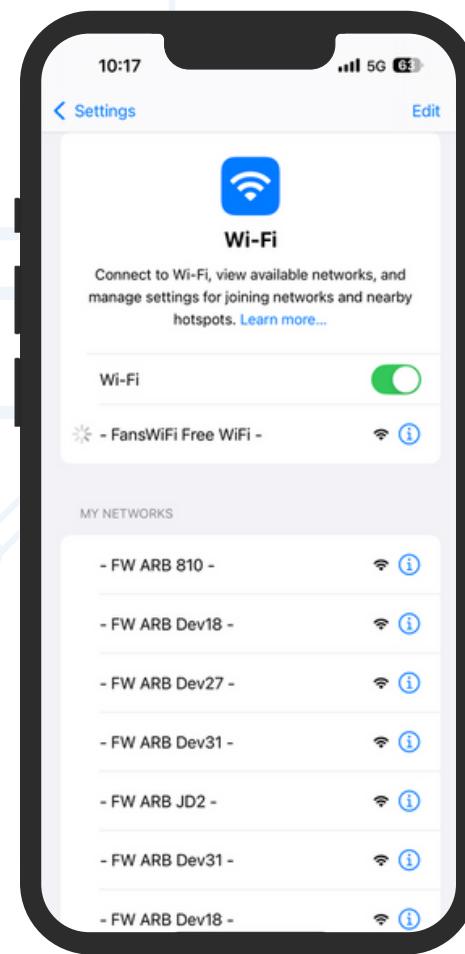
www.fanswifi.com

WELCOME 

ADVANCED REDIRECT

XiaoHongShu Special Handling.

fans**WIFI**

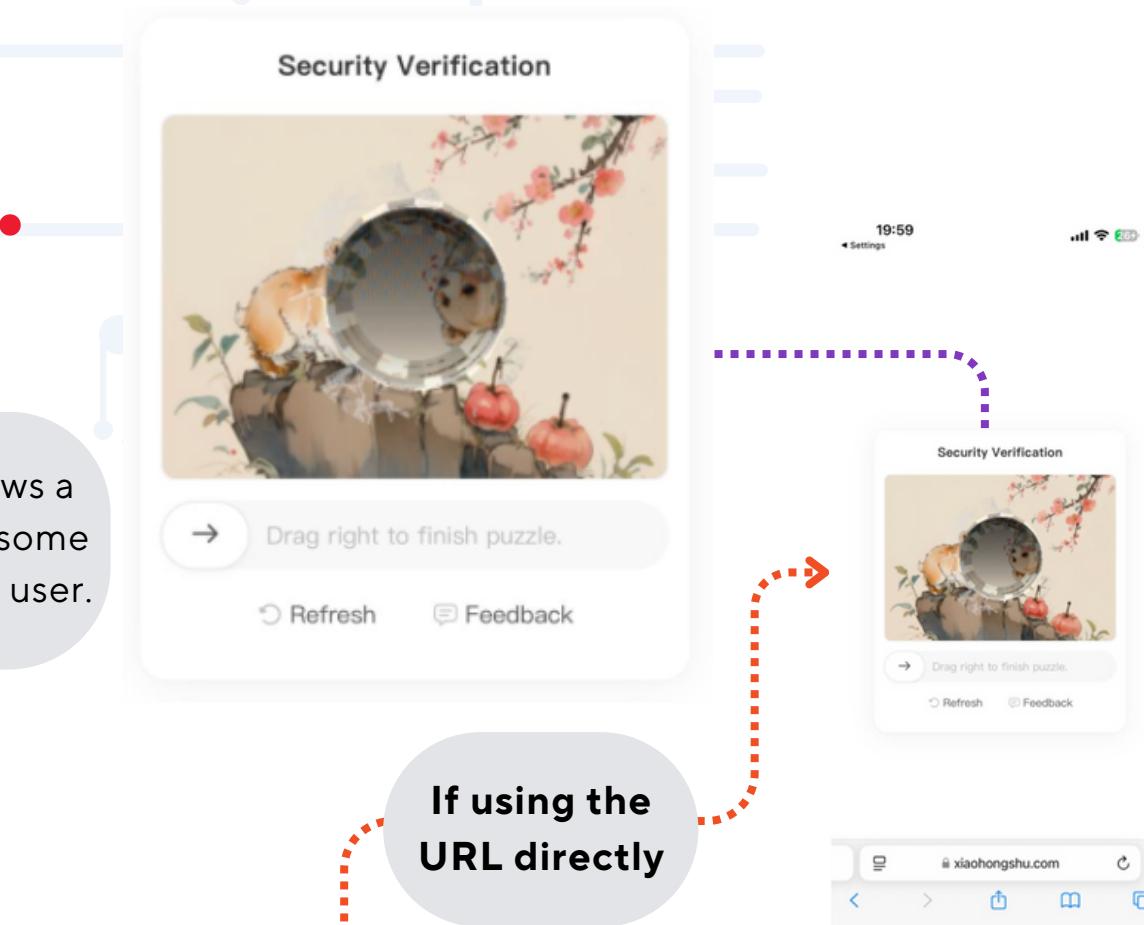


Step 1 - SSID



Step 2 - Splash Page

XiaoHongShu's link shows a Security Verification on some browser. It looks weird to user.



If using the URL directly

Advanced Destination handling

For some Social Media, their URL Link sometime has special handling that cause issue in User Experience when user redirect user to the profile.

With FansWiFi special Handling



Open user's XiaoHongShu app directly if user has the app installed

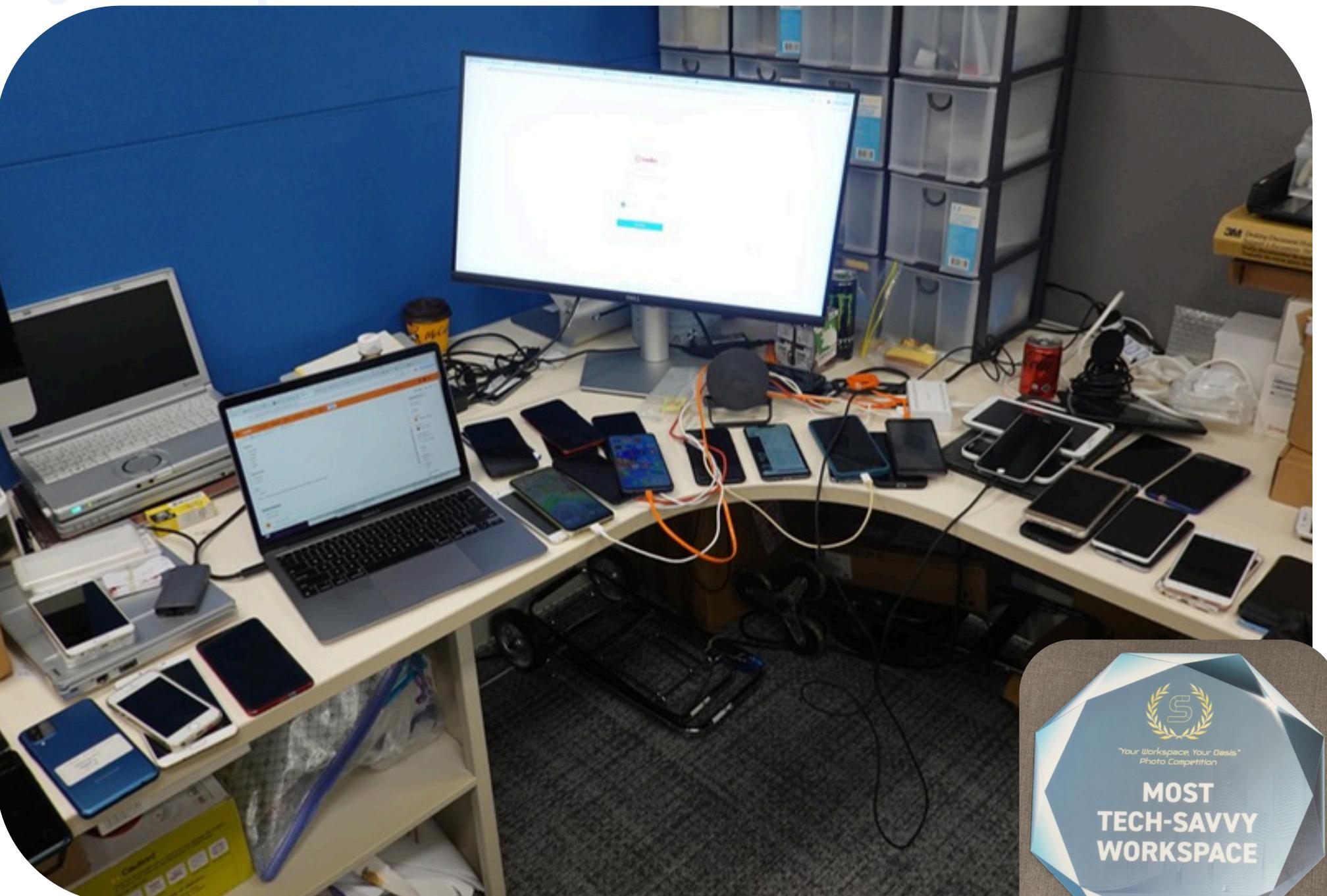


FANSWIFI

Award-Winning Workspace

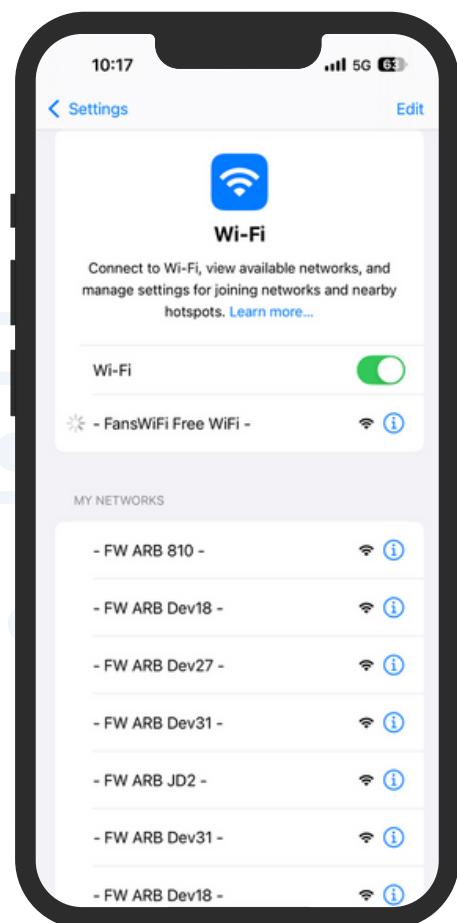
Recognized by Cyberport as "Most Tech-Savvy Workspace"
(2024)

- Well tested with different brand and OS version
- Well tested with phone of different region,
including global and china phone

www.fanswifi.com**WELCOME** 

LOGIN FLOW

End-user WiFi pass login flows



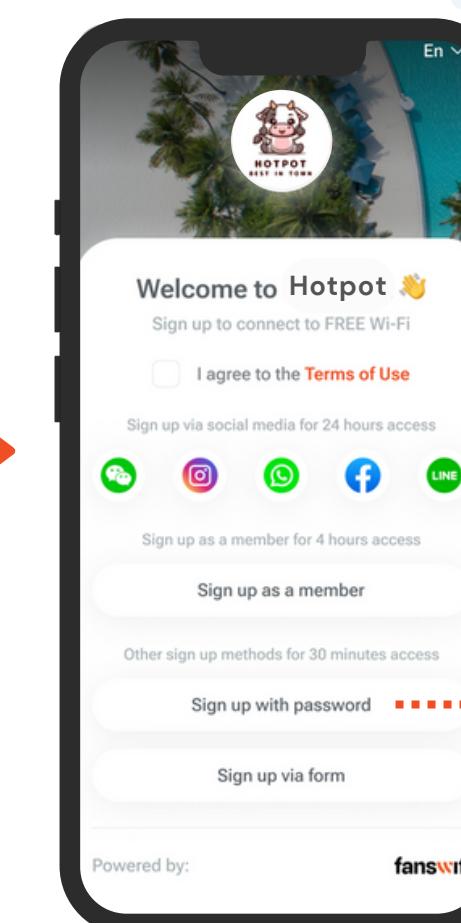
Step 1 - SSID

Choose Merchant SSID



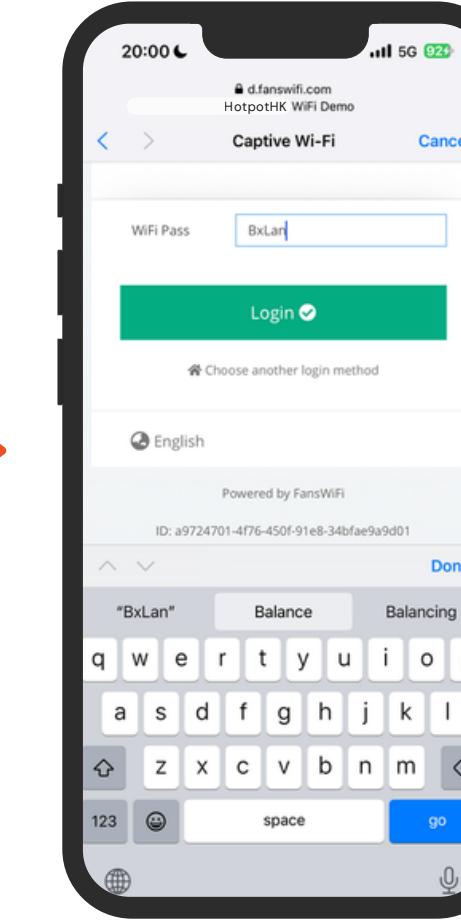
Step 2 - Splash Page

Full Page Video / Image Ads
Provides an opportunity to engage users, promote offers, and enhance branding before accessing WiFi.



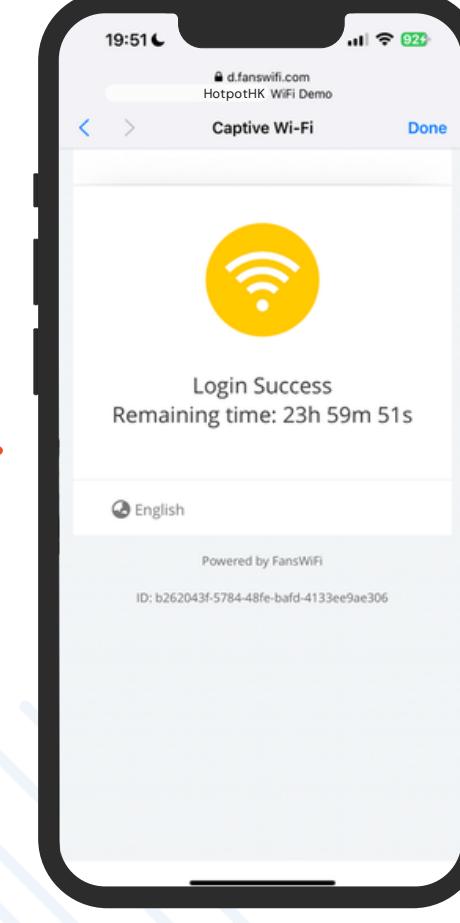
Step 3 - Sign in with WiFi Pass

WiFi Pass Login Option



Step 4 - User enter WiFi Pass to login

User enter WiFi Pass to Login



Step 5 - Login Success Page

Businesses can add any URL link, such as a download page or a membership page.





FANSWIFI'S

Dashboard

Our CRM is designed to **gather and manage** valuable customer information.

- Data analysis and behavioral user insights
- Create targeted marketing campaigns
- Customize and manage reports
- Export and utilize user data efficiently

Streamline user data export and analysis for enhanced insights. **Export data in CSV format** for easy transfer. Seamlessly integrate with external systems and your eDM platform. Maximize decision-making capabilities through thorough analysis of the exported data.

Access Log
View all WiFi user login records of your venues

Name	Email	Age	Access	Time	Login Method	Action
B	b*****.com	62	TST Store (SF Shop 1)	2024-03-08 09:18pm (Fri)		Login
R	r*****.com	32	TST Store (SF Shop 1)	2024-03-08 08:50pm (Fri)		Login
C	c*****.com	47	TST Store (SF Shop 1)	2024-03-08 08:35pm (Fri)		Login
J	j*****.com	40	TST Store (SF Shop 1)	2024-03-08 07:51pm (Fri)		Login

Dashboard
View general statistics of your venues

Total Users: 1494 New Users: 0

Busiest Day of the Week: Tuesday (19% of weekly connections)

User Connection Trend:

Legend: New Users (Green), Return Users (Blue)

© 2012 - 2026 FansWave Limited
Private & Confidential

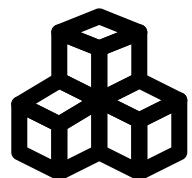
What makes FansWiFi **unique**?



User friendly



Accurate data analysis/collection



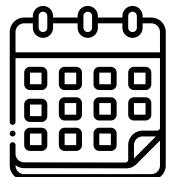
Build up customer data



Cloud-Based Big Data Analytics Platform



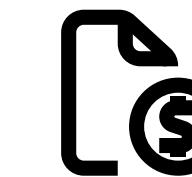
Customized target Audience and time-based schedule posts



Protects Personal Data



Affordable Package with subscription-based platform



FANSWIFI

Features

White Label

- Custom Branding
- Custom SSID
- Customer Engagement
- WiFi Monetization
- User Management

Ad Campaign

- Scheduled ads run at certain date
- Social Media Integration (e.g. Facebook, Line, Instagram, WeChat and WhatsApp)
- Surveys & E-stamp & QR code
- Demographic Ads
- Video Ads



API Integration

- CRM Integrations
- Social Media Integration
- Email Marketing Platform Integration
- POS System
- Review Marketing Platform



Loyalty Program

- Prize Redemption
- Advanced Ad Delivery Management
- Coupons & Voucher & E-Stamp
- Points Rewards Program
- Automatic Point Checking



Data Analytics

- Location Tracking
- Demographics Age (range) & Gender
- Tracks Social Media Engagement
- Campaign Performance
- Scheduled Reports



Login Portal

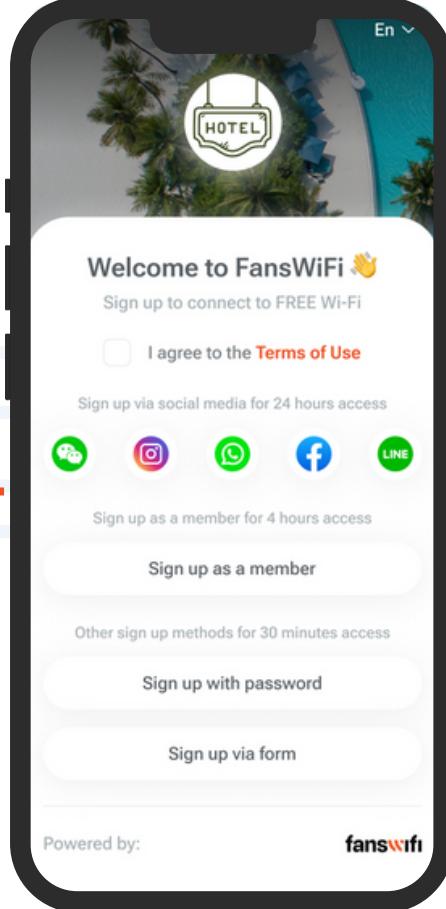
- One-Click Log-in
- Instant Reconnect
- Social Media & Email & Registration Form Login
- Access Frequency (Time & Date)
- Branded WiFi Data Capture

www.fanswifi.com

YOUR **OFFLINE VISITOR ANALYTICS**, WHICH YOU CAN'T GET VIA OTHER CHANNEL

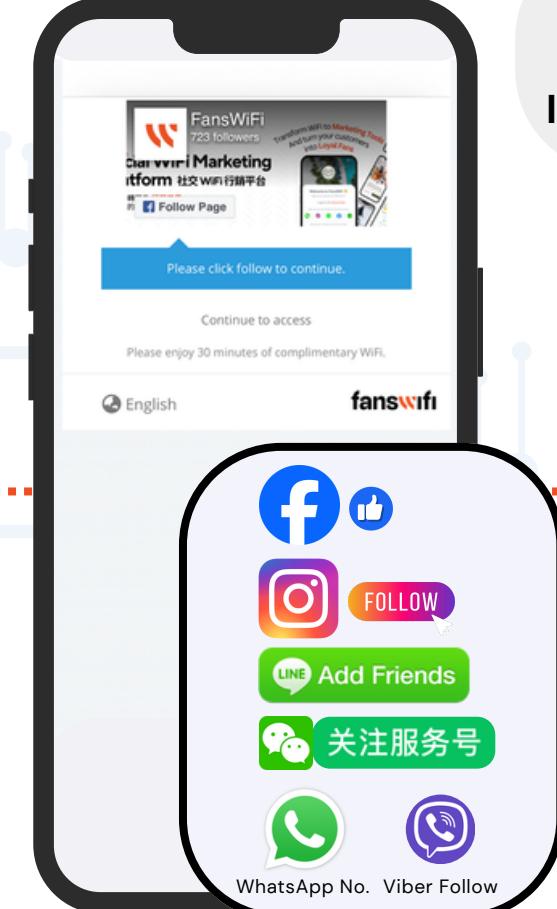


Data Feed and API Integration with your own CRM.



Step 2 – Splash Page

Provides an opportunity to engage users, promote offers, and enhance branding before accessing WiFi.



Step 3 + 4 – Login and Request User to “Follow” business's Social Media Account (Optional)

Users are encouraged or required to **like/follow** the business's social media page.

Name	Phone Number / Email / Social Media Follow	Device Details / Location / Behaviour / Visit frequency...etc.
Peter Walker	+1 (212) 123-4567	<ul style="list-style-type: none"> Language: English Always visit
David Stone	david-stone@xxx.com	<ul style="list-style-type: none"> Language: Simplified Chinese Visit Twice a Quarter
Sally Page	Followed Instagram Account	<ul style="list-style-type: none"> Gender: Female Love to visit Location A

Step 4.5 – Business Collect Customer's Contact List and Social Media Follow

Customer Contact Database FansWiFi Admin Panel for Marketing Message Management

Step 4.7 – Business use the Database to send Re-Marketing Message to Customer (e.g. Coupon, Product Update...etc.)



Step 4.6 – Synchronize data to Business's Databases for Analytic and Re-Marketing

RESTful API / CSV Export / Excel Export are available
Custom Data Format are also possible via customization to fit your own CRM

Step 4.8 – Customer come back to the shop and spend more

Centralized Access Control System - Admin Management

Captive Portal



Establish a centralized access system
with tailored permissions
and roles for different stakeholders

Global Reach:

Japanese firm, Headquarters based in Tokyo
operates multiple branches across the globe

Admin Management: Each branch is configured to specific requirements of respective countries, allowing efficient management of operations while addressing market needs

Centralized Control: Headquarters maintains centralized control over key aspects including centralized access control, standardized processes, and unified policies

Streamlined Marketing: Efficiently implements FansWiFi across all branches, achieve marketing objectives effectively and consistently



FANSWIFI'S

Dashboard

Web-Based Dashboard View

- Data analysis and behavioral user insights

Number of Visitors (New/Return/Total)

Timeline of the Visit

Age, Gender

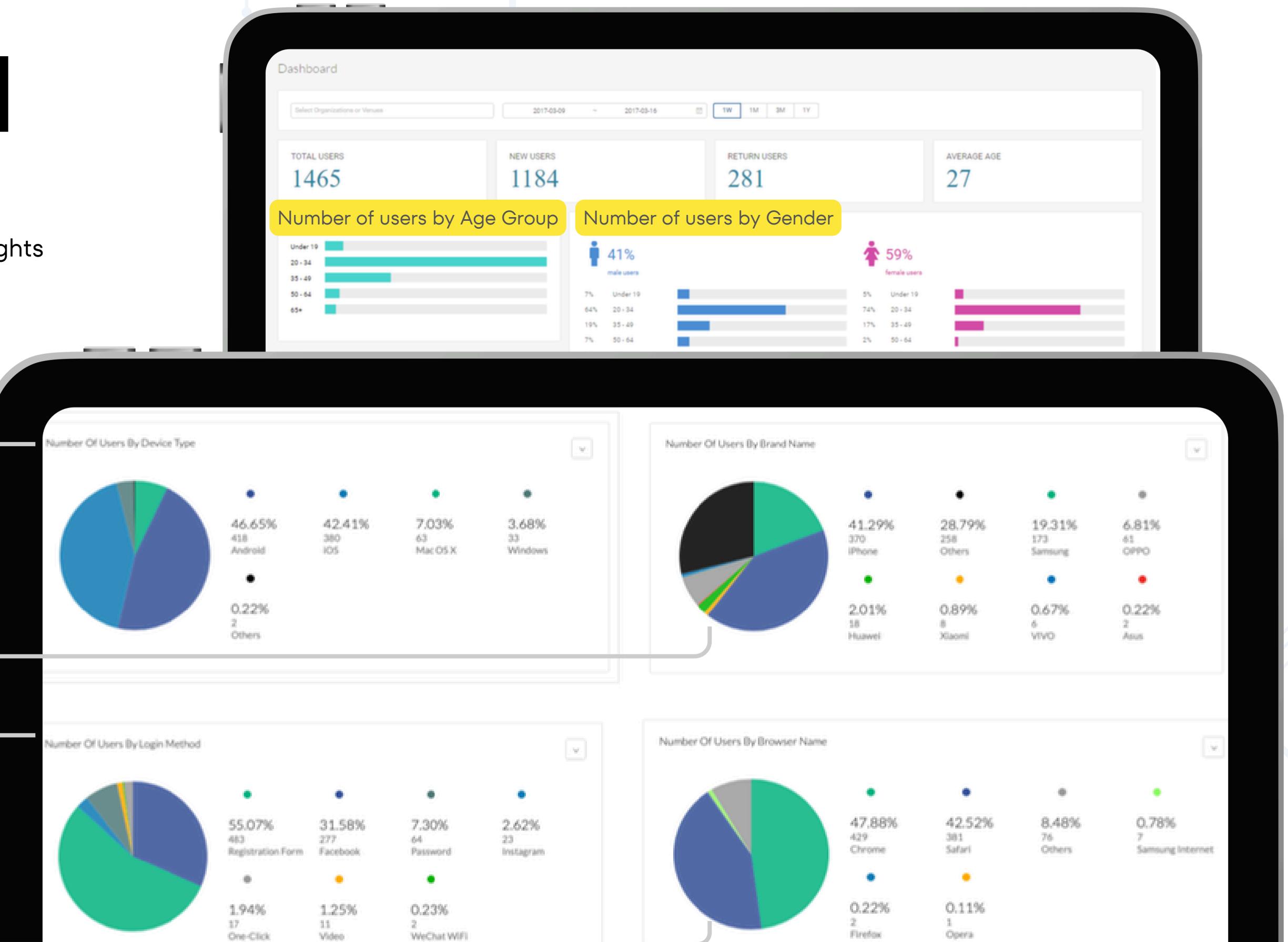
Time Management

Number of users by Device Type

Number of users by Brand Name

Number of users by Login Method

Number of users by Browser Name





FANSWIFI'S Localization

Adapting your site to meet the cultural and linguistic needs of visitors around the world

Language Available

English

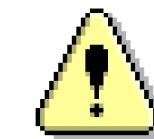
Traditional Chinese

Simplified Chinese

Japanese

Thai

The image shows a software interface for managing venue settings and advertising. On the left, a sidebar lists options like 'Basic Info', 'Look & Feel' (which is selected), 'Terms of Use', 'Advanced', 'Limits', 'Controllers', 'Login Methods' (with sub-options for Facebook, Instagram, LINE, Twitter, WeChat, Weibo, Registration Form, Video, Password, and One-Click Login), and 'Custom Welcome Message'. The main content area is titled 'Portal Settings' and includes sections for 'Language' (Default Language of Login Portal, with 'Automatic language detection' and 'Enabled Languages (Beta)' for English, Traditional Chinese, Simplified Chinese, Japanese, and Thai), and 'Custom Welcome Message' (with examples for English, Traditional Chinese, and Simplified Chinese). On the right, a list of ads is displayed with columns for 'First Ad's Image/Video', 'Preview', 'Copy', 'Edit', and 'Off'. Each ad entry includes a thumbnail image, a timestamp, and a QR code.

**TECHNICAL CAPABILITIES**

Cybersecurity

Prioritizing your safety and confidentiality, we are dedicated to maintaining the highest level of security.

● High and Effective Cybersecurity

- Secure login - HTTPS encrypts login credentials and secures login pages.
- Access login - Keeps track of user activity for suspicious behavior detection.
- Two-factor authentication: Require two-factor authentication for all users.
- Use firewall to prevent unauthorized access and protect against cyber-attacks.

● Authority codes – OTP (One-time password)

- Ensuring only authorized personnel can access and protect users' privacy

● Role-based access control

- Ensures users access only relevant areas of platform for their job.

● ISO27001 (pending)

- International standard for information security

● GDPR General Data Protection Regulation (EU GDPR) (pending)

The screenshot shows a table of user login records with the following columns: Name, Email, Age, Access, Time, Login Method, and Action. The data is filtered for 'FW Demo Org' and shows records from March 28, 2021, to March 27, 2024. A specific row is highlighted with a large black circle and a dashed arrow pointing to the 'Personal Identifiable Information (PII)' section below.

Name	Email	Age	Access	Time	Login Method	Action
B	*****@com	35	Guest	2024-03-08 09:18pm (Fri)	Facebook	Login
R	R*****@e	35	Guest	2024-03-08 08:50pm (Fri)	Facebook	Login
C	C*****m	35	Guest	2024-03-08 08:45pm (Fri)	Facebook	Login
J	J*****a	35	Guest	2024-03-08 08:40pm (Fri)	Facebook	Login
M	M*****e	35	Guest	2024-03-08 08:35pm (Fri)	Facebook	Login
B	B*****	35	Guest	2024-03-08 08:30pm (Fri)	Facebook	Login
F	F*****h	35	Guest	2024-03-08 08:25pm (Fri)	Facebook	Login
R	R*****u	35	Guest	2024-03-08 08:22pm (Fri)	Facebook	Login
S	S*****i	39	Guest	2024-03-08 02:47pm (Fri)	Facebook	Login
A	A*****	43	Guest	2024-03-08 09:12am (Fri)	Facebook	Login

Personal Identifiable Information (PII)

Require Admin to Unlock the data to protect user identity.

**FEATURES**

Schedule-Based Ads

Advertisements can be scheduled to upload at a particular time which date and time ranges can be modified.

- Example: **Lunch promotion** before and during lunch time.

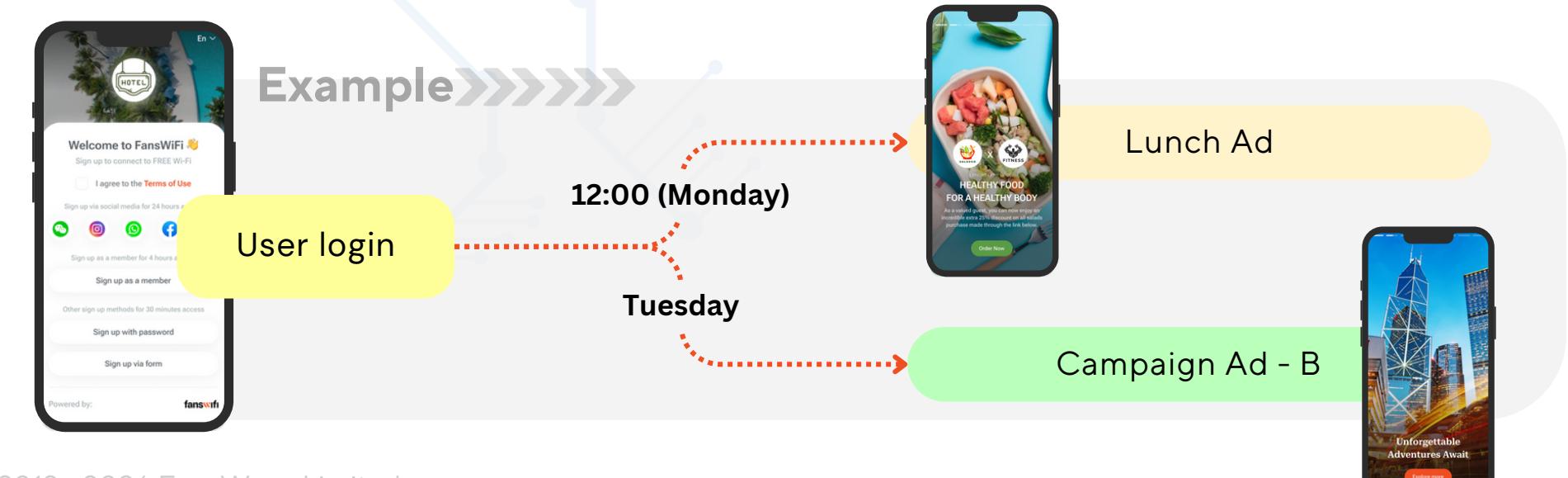
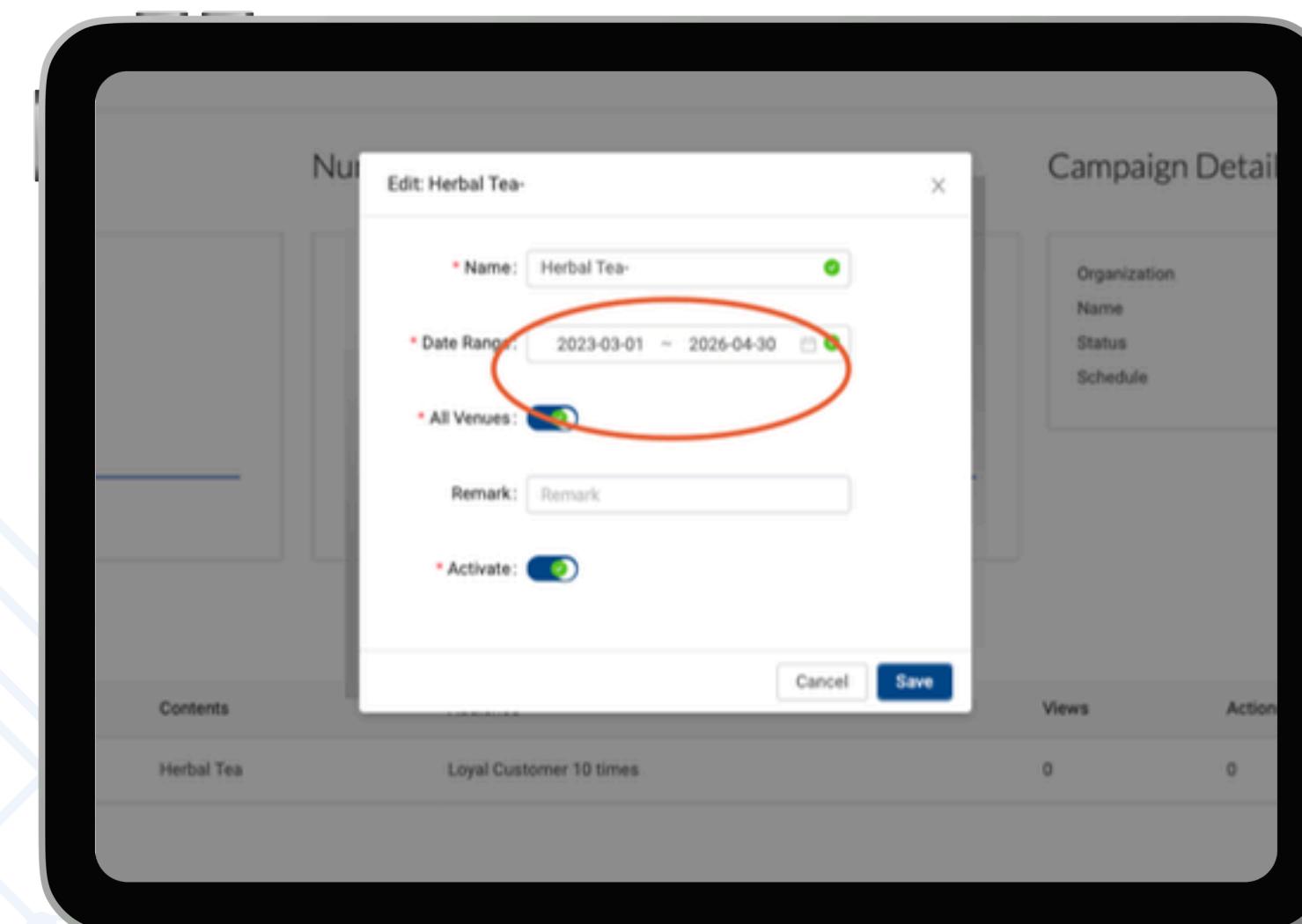
Different Campaign by Time Range



Different Campaign by Day



Keep your ads up-to-date by sharing them at the right time

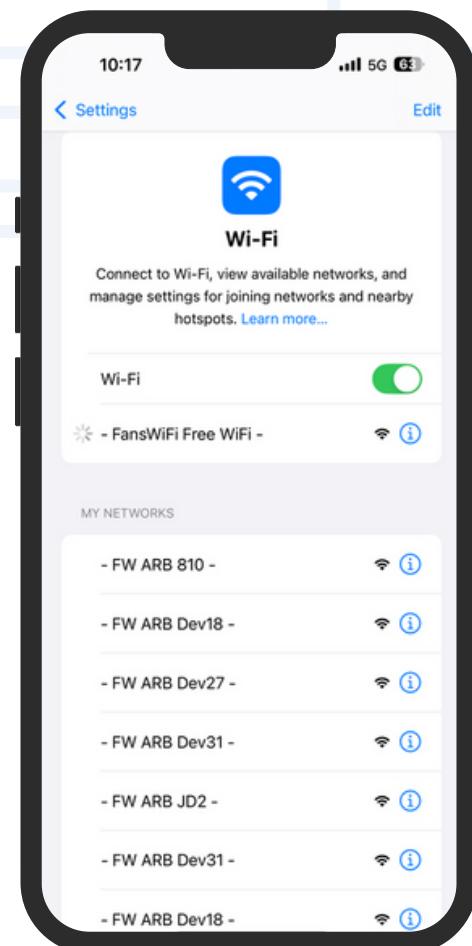


ADVANCED CAMPAIGN ADS

Multi-Ads, Multi-Destination redirect.

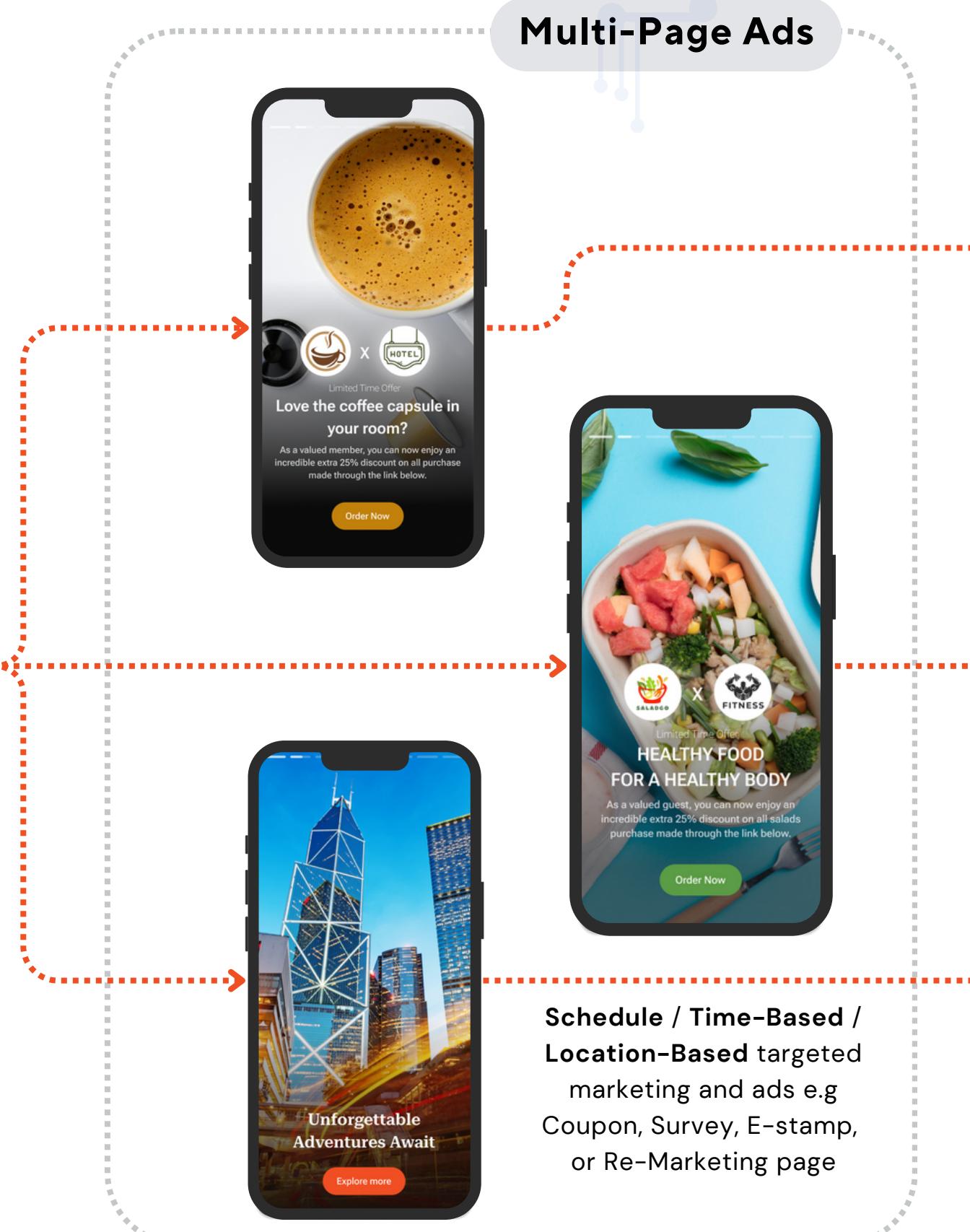
● Bring user to Online Location directly

Send user to the most suitable social media / destination



Step 1 – SSID

Step 2 – Splash Page



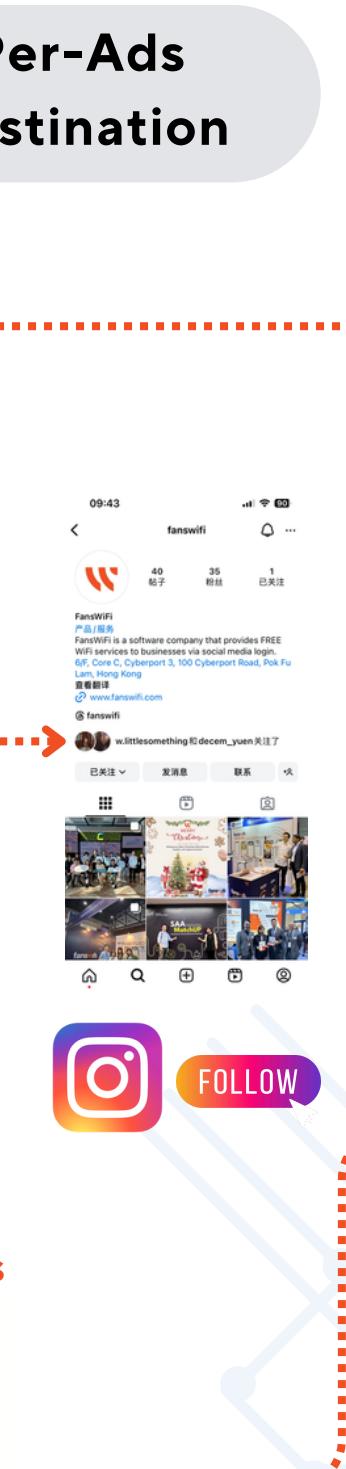
Multi-Page Ads

Schedule / Time-Based / Location-Based targeted marketing and ads e.g Coupon, Survey, E-stamp, or Re-Marketing page

Per-Ads Destination

Landing on Preferred Destinations

Businesses can add any URL link, such as a download page or a membership page.



fansWiFi

fanswifi

Grow Your Business With Social WiFi Marketing

Use your WiFi to understand your customers better and launch marketing campaigns. Join 200+ businesses using FansWiFi to boost foot traffic and retention.

Get Started

Learn More



Campaign Website



FOLLOW

www.fanswifi.com

WELCOME



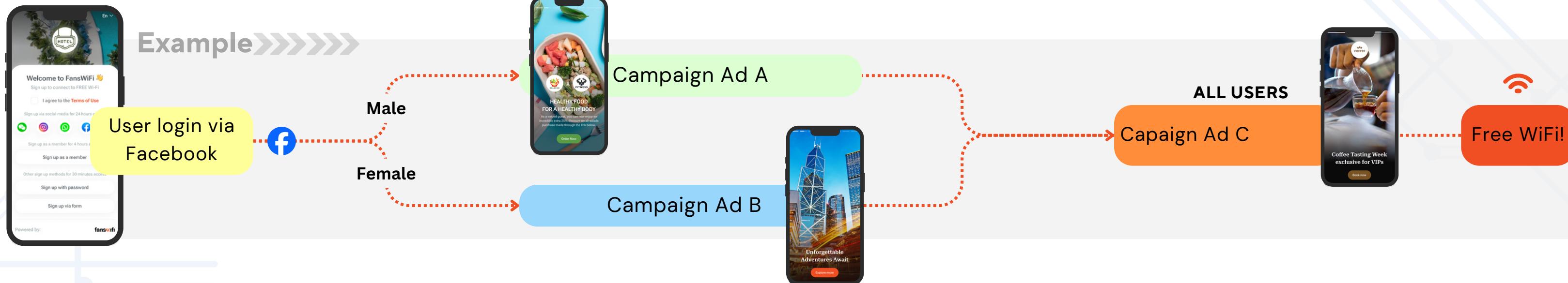
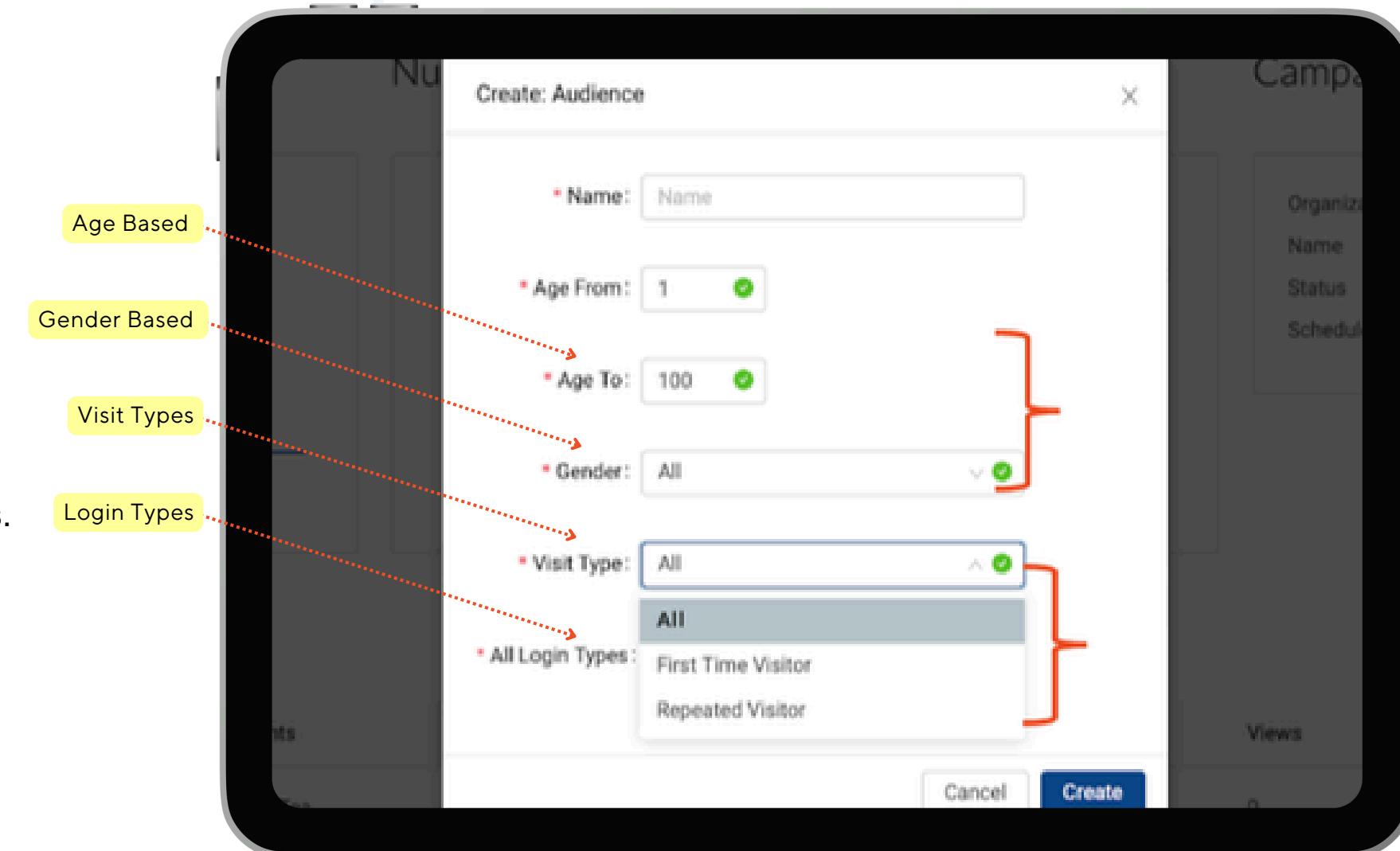
FEATURES



Demographic Customized Ads

Create custom campaigns that meet the specific needs and interests of your customers, driving engagement and conversions.

- Send personalized Ads to your Target Audience
- Promotions tailored to customer preferences
- Cross-marketing campaigns for strategic partnerships





FEATURES

Campaign Page

Consolidate campaign management across brands into a single hub with comprehensive metrics and analytical data.

Customize and manage reports

- Create scheduled reports to get timely valuable insights
- Reveal meaningful trends or patterns in user activity
- Set a desired date range for the login records to explore user patterns

Comprehensive set Text Formatting Tools:

Ability to modify the descriptions of their campaigns for enhanced presentation:

- Text font & size
- Font color & highlight
- Indention & Alignment
- Bullet points & numbering

Supports a wide range of files and formats:

- Campaign posters
- GIFs

Formats: JPEG, PNG, PDF, GIF, and [many more](#)

Name	Status	Schedule	Ads	Views
Senior Spa Special	Active	2023-08-11 - 2023-09-15	1	0
Hotel	Inactive	2023-08-01 - 2023-09-30	1	0
VIP Gym Membership and Rugby	Inactive	2023-08-01 - 2023-09-30	1	0

CAPTIVE PORTAL

Splash Page

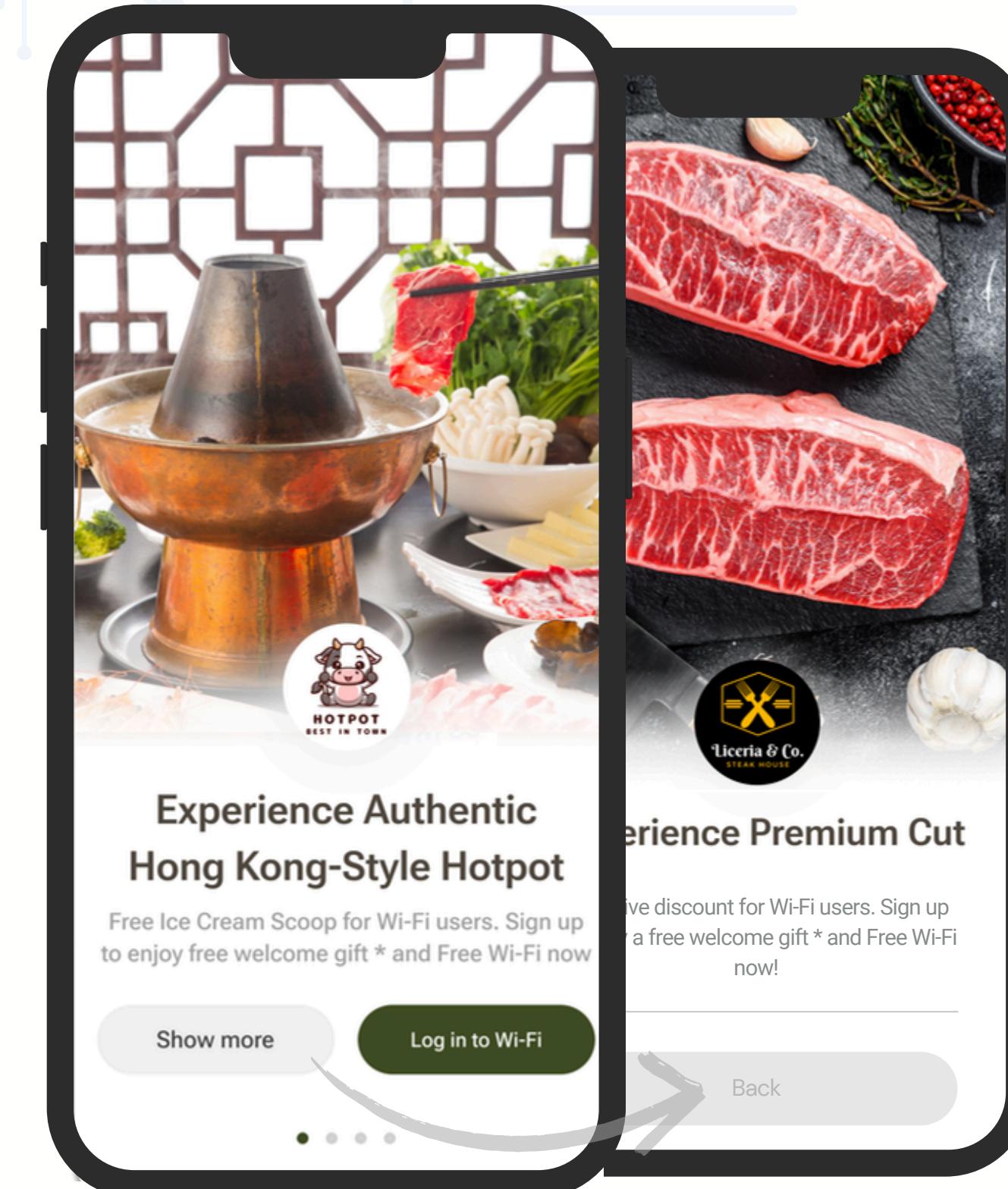
Showcase your brand, present tailored offers, and connect with customers before accessing the WiFi.

- **Fully Customizable**

By customizing the design, layout, colors, and content, you can create a unique and memorable first impression for your visitors. Effectively communicate your brand's values, showcase your products or services, and engage your audience from the moment they land on your website.

- **Enhanced User Experience (Show more Button)**

Placing call-to-action buttons, highlighting key features or benefits, and creating intuitive navigation to guide visitors towards desired actions. This improves usability, reduces bounce rates, and increases the chances of conversion.



Formats: Video, JPEG, PNG, PDF, GIF, and [many more](#)

Tools
Splash Page

Retain
Visitors' attention

Increase
User engagement

Drive
Conversions

www.fanswifi.com

WELCOME

FANSWIFI'S

Captive Portal

Engage users before WiFi access, offering valuable interaction opportunities.

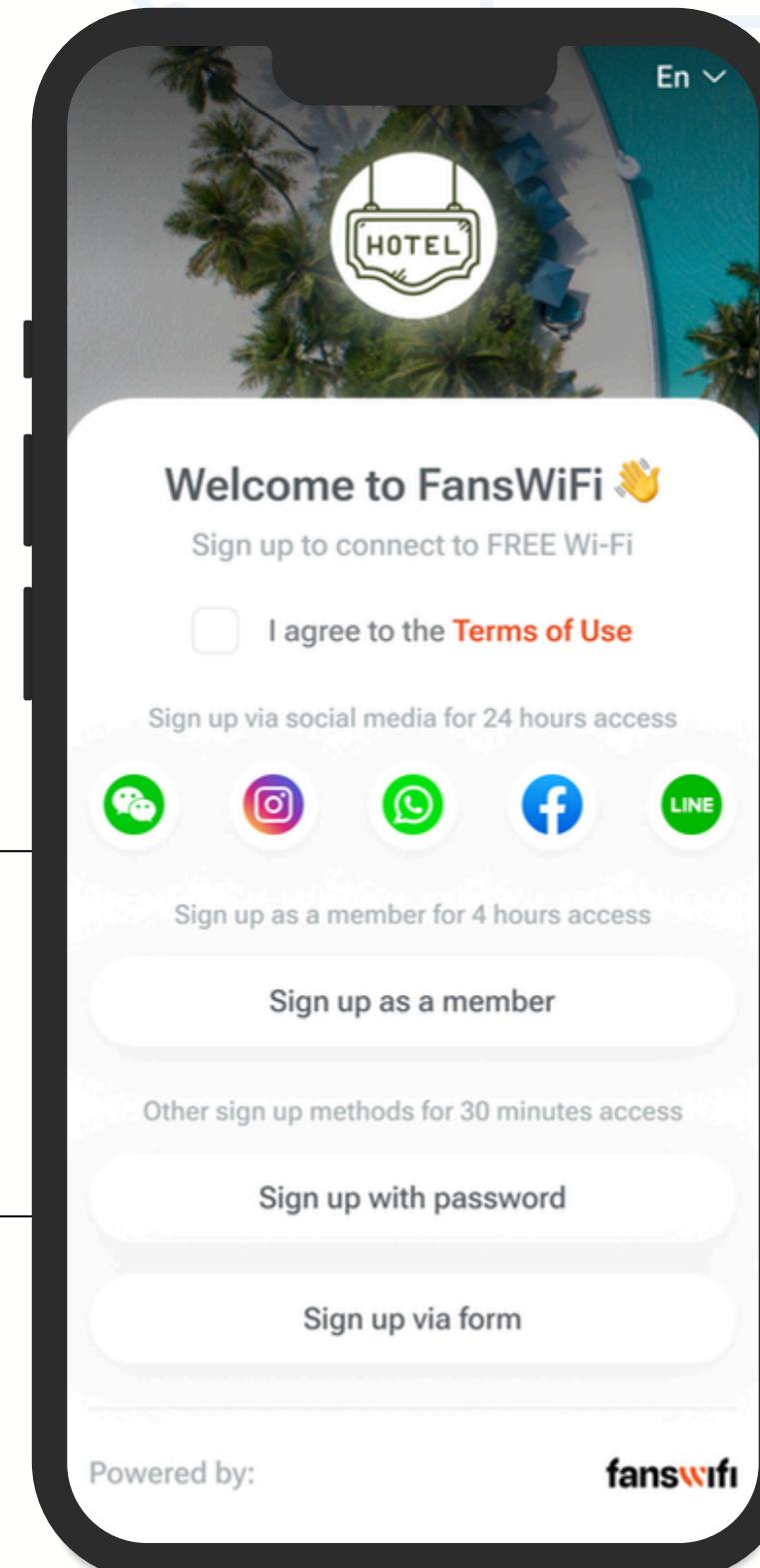
● Your preferred login methods

- **Facebook, Instagram sign-ups**
- **WhatsApp, WeChat, Line sign-ups**
- **Registration form, Video, Password and One-click sign-ups**

● Localize content based on your Customers' location

Run your WiFi marketing activities in different locations and across different countries.

- Run your WiFi campaigns in multiple languages
- Automatic Translation Feature
- Manage your captive portals across different countries



● Brand recognition

Upload your logo, cover image, and custom links. Tailor your welcome message based on different locations.

● Social media integration

Integrate FansWiFi's CRM with social media platforms for seamless customer engagement.

● Increase social media followers

Seamless login experience, reducing friction, and encouraging more users to engage.

● Increase visitors' contact database

Reinforce brand identity throughout the WiFi experience for increased brand recall and customer loyalty.

www.fanswifi.com

WELCOME

OUR SOLUTION

Campaign Ad & Cross Marketing

Amplify through Campaign ad & Cross-Marketing Collaborations

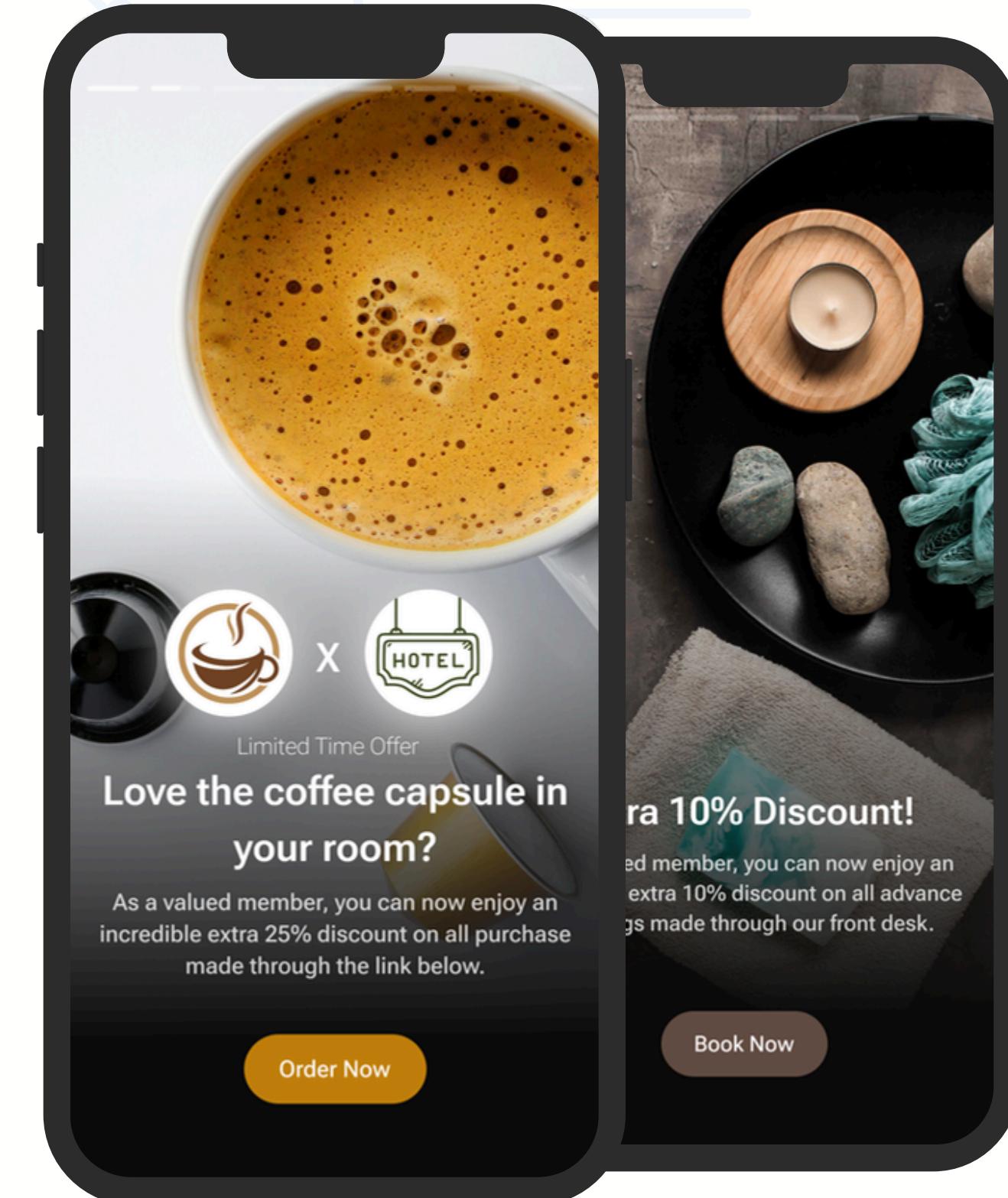
● Enhance Exposure And Engagement

The co-branded approach helps to create a seamless connection between the two brands and reinforces the collaboration to customers.

● Strategic Partnerships

Foster customer engagement and loyalty through targeted cross-promotions.

- Encourage customers to interact with your brand by offering exclusive promotions
- Gain valuable feedback and insights from engaged customers for continuous improvement
- Increase customer lifetime value by nurturing long-term relationships and repeat purchases



Formats: Video, JPEG, PNG, PDF, GIF, and [many more](#)

Tools
Cross
Marketing

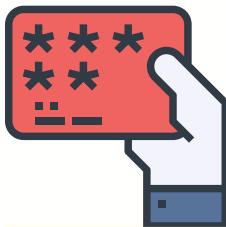
Enhance
Exposure,
Engagement

Increase
User
engagement

Drive
Conversions

www.fanswifi.com

WELCOME 



CUSTOM FEATURES

Loyalty Program

Fosters profitable customer relationships, benefitting your business and your target audience.

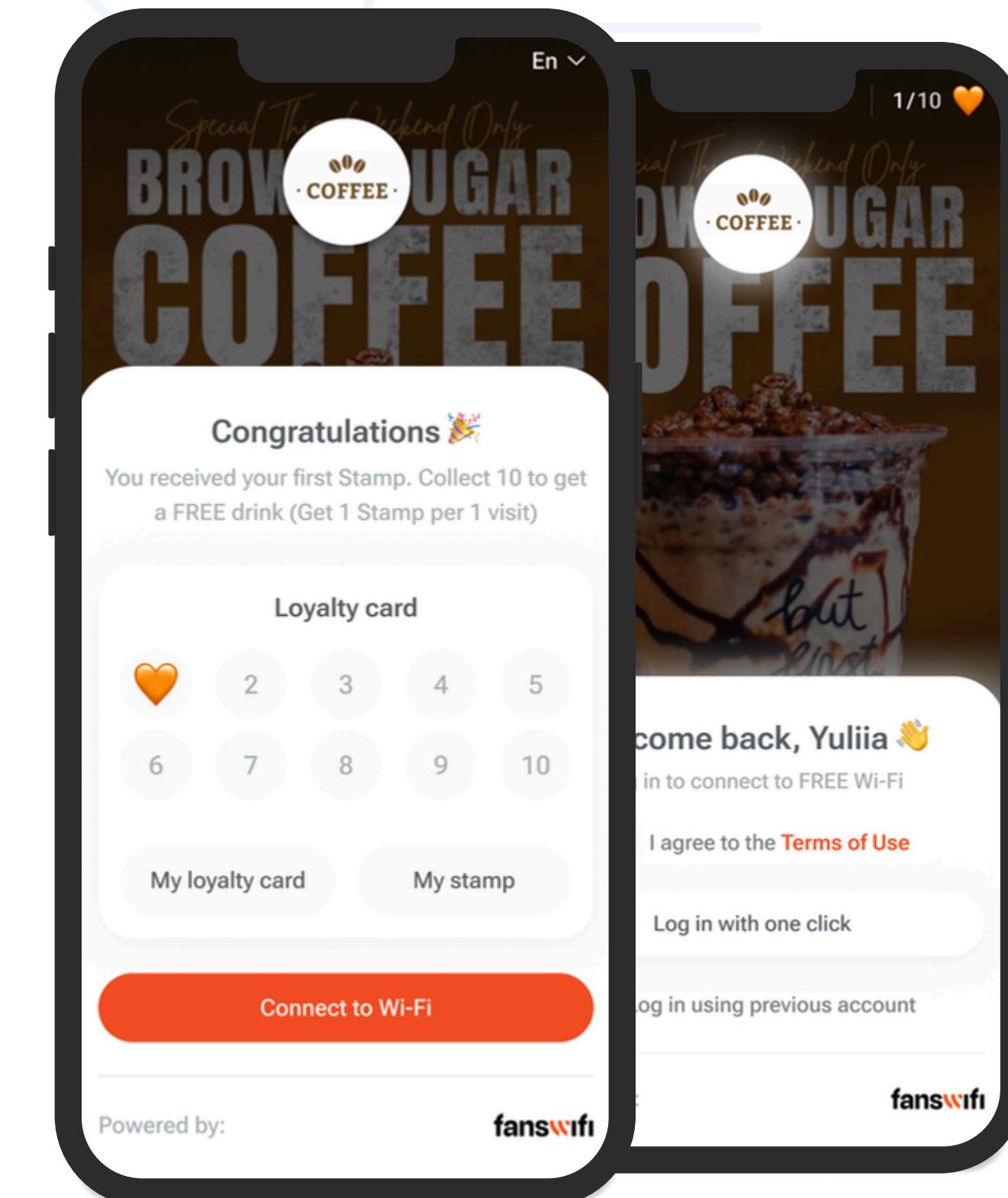
Exclusive benefits and rewards

VIP perks such as priority access, special events, and personalized services. Tiered rewards based on customer loyalty and engagement levels

Data-driven loyalty program for long-term relationships

Drive loyalty with data-driven technology, turning customer connections into profitable and long-term relationships.

- Collect loyalty points and stamps through dynamic content
- Eco-friendly digital loyalty cards for rich customer data
- Real-time insights for engagement and conversion optimization



Tools

Loyalty Program

Enhance

Long-term relationships

Increase

Repeat visits, Purchase

Drive

Conversions

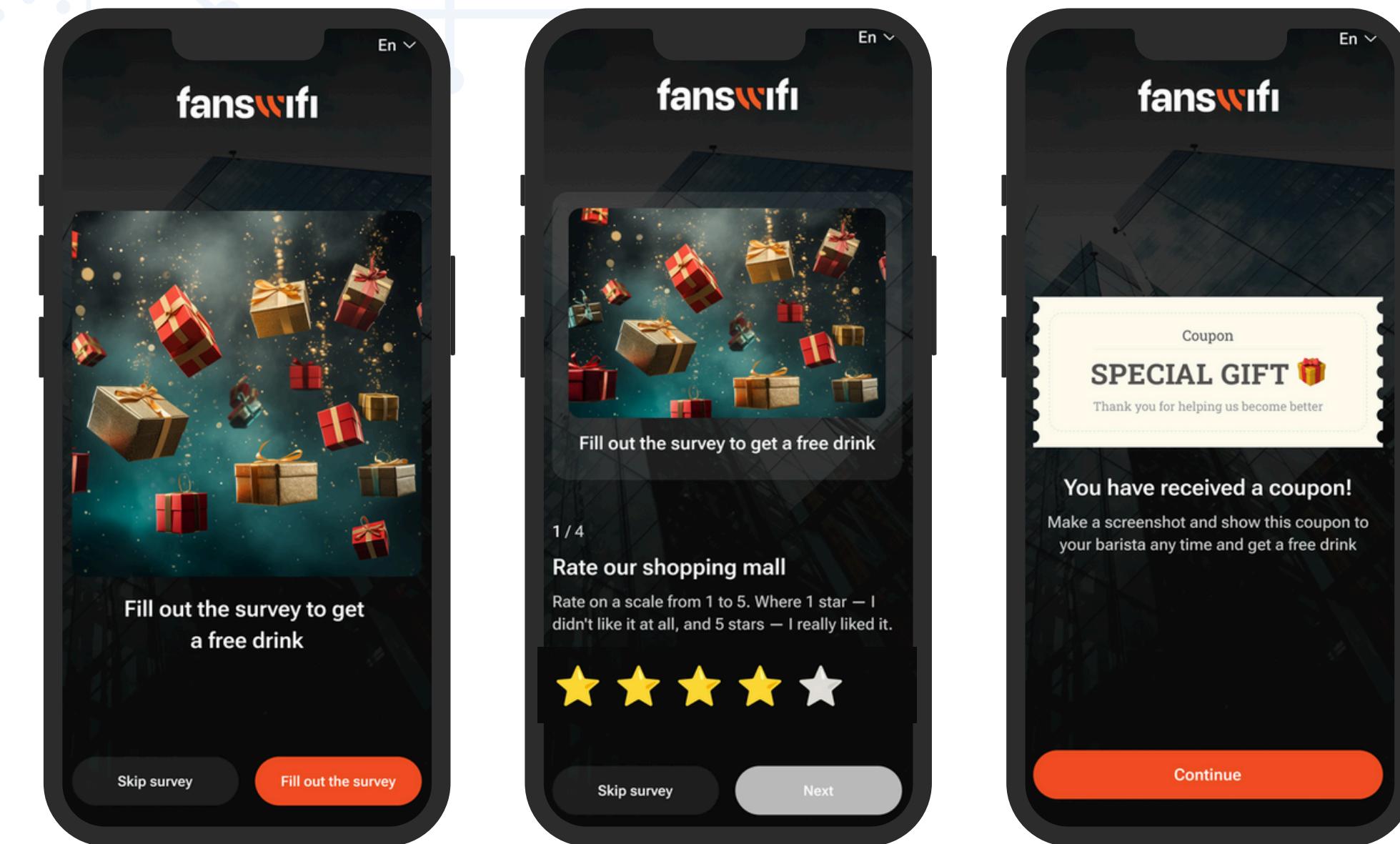


CUSTOM FEATURES

Customizable Survey

Gather valuable customer insights and feedback through interactive surveys integrated into your campaigns.

- Collect feedback on products, services, or customer experiences
- Gain insights into customer preferences, needs, and pain points
- Engage customers with incentives for completing surveys, such as discounts or entries into prize draws



Step 1 - After logging in to the WiFi, the campaign page with the incentive will show up.

Step 2 - Fill in the survey to claim your incentive.

Step 3 - Upon completing the survey, a coupon for the incentive will be provided.
Enjoy reward!

FEATURES

Environmental Social Governance

FansWiFi contributes to ESG by promoting sustainable practices, data privacy, and social inclusivity, empowering businesses to make a positive impact.



● Power Consumption: WiFi vs Mobile Data

When it comes to power consumption, **Wi-Fi tends to be more energy-efficient than mobile data**. WiFi networks are designed to operate with **lower power requirements**. Mobile data typically requires more power due to the need for cellular network connectivity, which involves transmitting signals over longer distances.



Lower Signal Strength



Reduced Data Center Load



● Reduce Carbon Footprint

By leveraging WiFi instead of mobile data, businesses can contribute to **reducing their carbon footprint by minimizing energy consumption and optimizing existing infrastructure**.

WiFi also utilizes existing internet infrastructure, reducing the need for additional infrastructure and associated energy consumption.



Avenue of Star



Central Pier Waterfront

Reference Case - Government WiFi



Background

Central Pier Waterfront

- A tourist hotspot, close to the Central waterfront event space with facilities such as pet-sharing park.

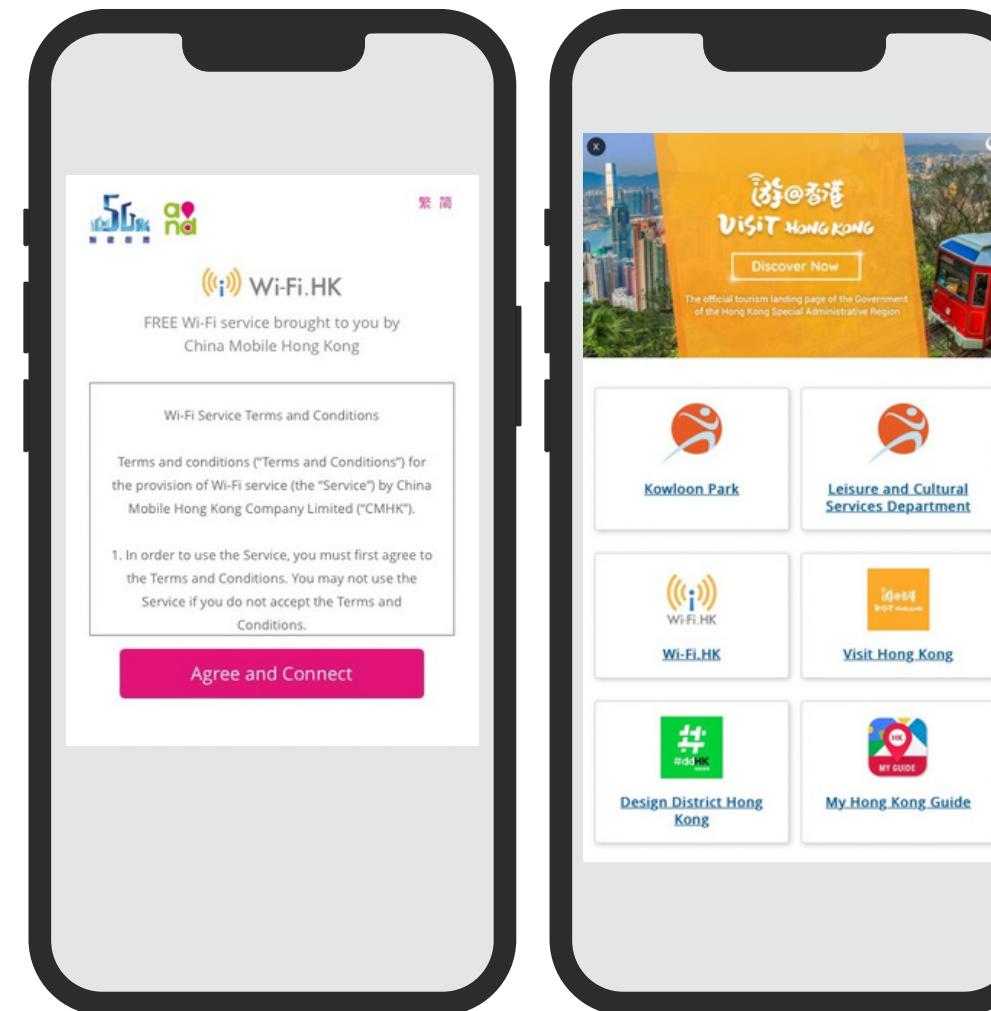
Avenue of Star

- Based on the Hollywood Walk of Fame
- Victoria Harbor Promenade in Tsim Sha Tsui

Target

Tourists

Hong Kong Locals



After using FansWiFi

- Offer **Free Internet** and Provide Localized Tourist Information to WiFi Users
- Enhance visitor experience by allowing access to important resources: Nearby attractions, leisure, and cultural venues
- **Improved brand image** of Avenue of Stars as a tourist destination by offering modern amenities and services
- Helped **boost the visibility** of nearby attractions: Kowloon Park, Hong Kong Museum of Art & Hong Kong Space Museum
- Receive updates on the newest/hottest attractions nearby, allowing them to stay informed about the latest events and experiences in Hong Kong
- Assist tourists in finding other attractions with WiFi, making it easier for them to stay connected and access important information while traveling



Reference Case - Shopping Mall



• Background

K11 Musea (Hong Kong)

Hong Kong's pioneering cultural-retail landmark in Tsim Sha Tsui

D2 Place

Popular and a trendy location for the youth in Lai Chi Kok



• Target

Guangdong & Shenzhen Mainland Visitors to Hong Kong

Hong Kong Locals

Tourists

• After using FansWiFi

- Increased development in-store promotion and VIP programs
- Increased social media engagement before the arrival of the shopping mall
- Improved brand and product promotion



BLT Restaurant
Group

Reference Case - F&B

• Background



agnès b. Café

A café created by the French fashion brand agnès b., holds a unique position in Hong Kong's café industry.



BLT Restaurant Group

A popular American burger chain known for its gourmet burgers and casual dining atmosphere.

• Target

Hong Kong Locals

Tourists

• After using FansWiFi

- Increased database analysis of user behavior
- Improved customer loyalty
- Improved brand and product promotion



Reference Case - Transportation

• Background



Hong Kong Ferry

Ferry operator providing
Bauhinia harbour cruise services



Kwoon Chung Bus

One of the largest non-franchised bus
operators in Hong Kong

• Target

Guangdong & Shenzhen
Mainland Visitors to Hong
Kong

Hong Kong Locals

Tourists

• After using FansWiFi

- **Continuous rise** in customer database (CRM)
- **Increased** database analysis of user behavior
- **Improved** customer loyalty



Reference Case - Hotel & Resort

Background

The Samata (Bali, Indonesia)

A luxury Sanur villa resort designed for the health-conscious traveller.

The Bale Phnom Penh (Cambodia)

A unique, elegant, and very high-end collection of 18 large, private, sumptuous suites.

Samujana Villas (Thailand)

Boast luxurious villas with its' own private infinity pools.

Target

Tourists & Visitors Worldwide

After using FansWiFi

- **Seamless** Guest Review Solicitation
- **Improved** Post-Stay Feedback
- **Enhanced** Guest Satisfaction and Loyalty
- **Amplified** In-House Revenue

The Samata

Samujana Villas

The Bale Phnom Penh

WiFi

© 2012 - 2026 FansWave Limited
Private & Confidential



Reference Case - Cinema & Museum

• Background

Emperor Cinemas

A premium cinema chain offering a luxurious movie-watching experience.



Madame Tussauds Hong Kong

A world-renowned wax museum featuring lifelike figures of celebrities for an interactive experience.



• Target

Tourists & Visitors Worldwide

• After using FansWiFi

- Seamless Guest Review Solicitation
- Improved Social Media Fanbase
- Enhanced Guest Satisfaction and Loyalty



Reference Case - Pop-Up WorkShop (SME)



● Background



SILVERYWAY

(3D Jewellery Design E-commerce)

● Target (Suitable indoors and outdoors)

Hong Kong Locals

Tourists

Central Market

● After using FansWiFi

- **Stable WiFi connection** for users to prevent losing art designs, during online platform
- **Improved** brand image
- **Boost** product promotion
- **Increase** social media engagement



Central Market Pop-Up Event

Reference Case - International Exhibition



● Background



HSBC (HKCEC Exhibition)



HSBC (Rugby Seven VIP Room)

Wing Lung Bank (Bank Center Mall & Branches)

BeautyTech (HKCEC Exhibition)



● Target (Suitable indoors and outdoors)

Hong Kong Locals

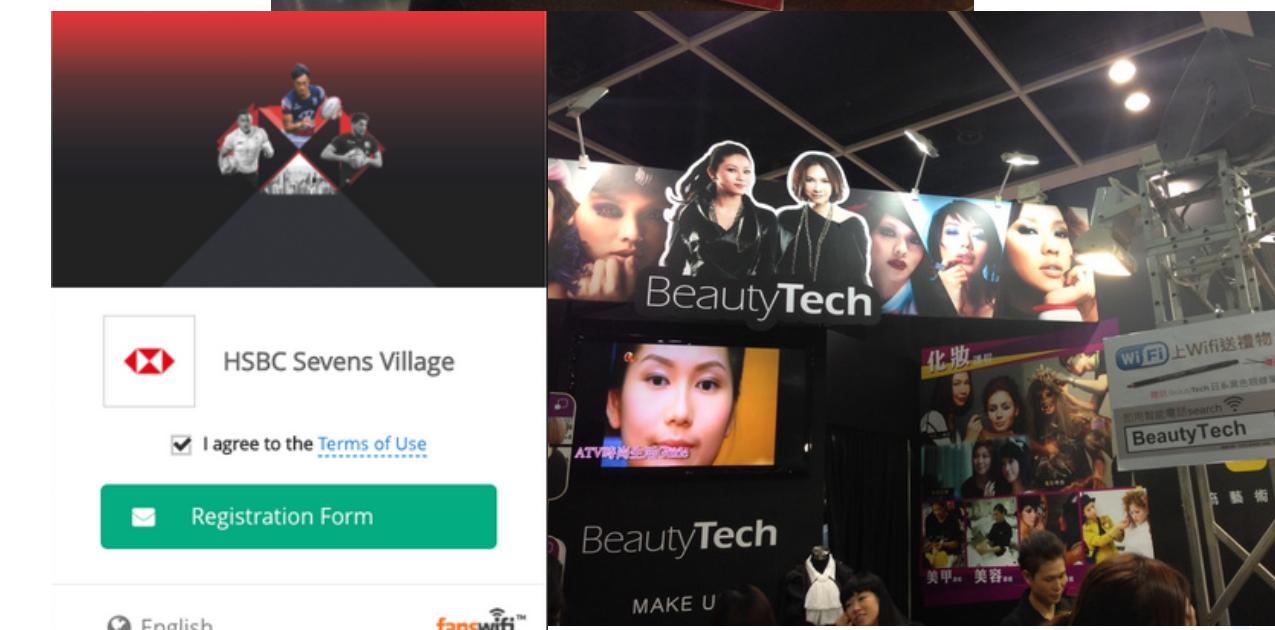
Tourists

Exhibitors

Events

● After using FansWiFi

- Improved brand image
- Boost product promotion
- Increase social media engagement & social media visibility
- Increase customer database (CRM)
- Stable WiFi connection for users



Exhibitors

FANSWIFI'S

Partners & Client

Telecom Partners



Trusted by International Brands and Locations



www.fanswifi.com
WELCOME

SUPPORT

Hardware Compatible

FansWiFi's platform can be configured to work with a range of WiFi access points. The platform can also be configured to work with different types of routers, switches, and other networking equipment. Our platform is designed to be **customizable and compatible** with a wide range of existing devices and systems. This flexibility allows businesses to integrate the platform seamlessly into their existing infrastructure, making it easy to get started with social WiFi marketing and achieve their marketing objectives.

International Wi-Fi Manufacturer Partners



www.fanswifi.com

WELCOME

Direct Integration with existing WiFi hardware. no extra hardware is needed

ACHIEVEMENT

Testimonials

"FansWiFi is an important partner for Ruckus Wireless in the retail industry. They offer a comprehensive and customizable social media login solution for our joint customers."



Dickens Lee, Ruckus Wireless



Steve Ng, Senior Vice President



Rex Fung, Senior Sales Manager

Marketing & Technology

🏆 Award-Winning Solution

Awarded various prizes:

2023 —— Hong Kong ICT Award
Smart Mobility (Smart Tourism)
Mob-Ex Best Campaign - Government, Utility & Services
PC Magazine PCM Biz.IT Excellence

2016 —— PC Magazine PCM Biz.IT Excellence

2015 —— Mob-EX Mobile Marketing

2014 —— Hong Kong ICT Award
PC Magazine PCM Biz.IT Excellence
Asia Smartphone Apps Contest [2014]



HONG KONG
ICT AWARDS
2023 香港資訊及
通訊科技獎



(SUPPORT ENVIRONMENTAL SUSTAINABILITY)

Reference Case - Social Impact

FansWiFi takes an active role in our community by participating in various events and programs.



回收再造 建構綠色智慧城市
支持環保 由減廢開始
只要下載 Carbon Coins App，就可以好方便咁回收飲

Show More



AIRSIDE - Kai Tak



FansWiFi Recycling Education 2022 on CSR



Prokope Akademy

Collaborate with Carbon Coin, a **waste management startup**, and help to promote their message. Motivate people to **recycle** & be aware of wastefulness.

FansWiFi Recycling Education 2022 on CSR
SDGs Global Partnering | Video Program
EMBA | **Corporate Social Responsibility**
The Chinese University of Hong Kong

Design & Production:
Green Ocean Corporation Limited X Luxwald Group Limited

ENVIRONMENTAL (ESG)

EDUCATIONAL

Suitable Location

Suitable for all types of locations which hope to connect and remarket to their visitors



Landmark



Smart City



Tourist District



Restaurant & Bar



Shopping Mall



Museum



Attraction



Hotel



Hospital & Clinic



Library



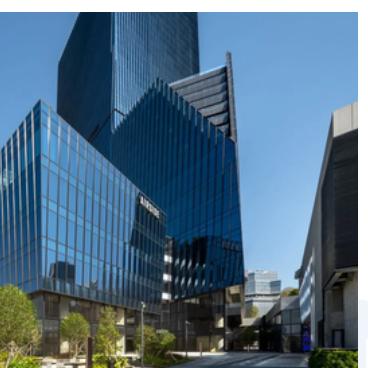
Exhibition & Tradeshow



Theme Park



Retail Shop



Business Centre



Sports Venue



Cultural Centre



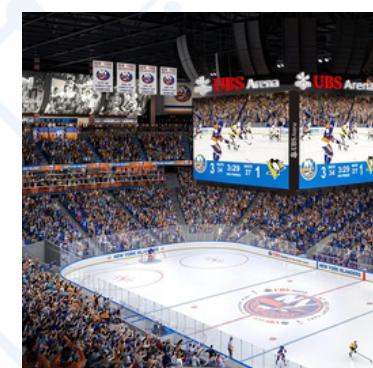
Concert Hall



Train Station



Airport



Sports Ven

UPCOMING SERVICES

Company Roadmaps

2024

COMPLETED



Captive Portal: Whatsapp
Captive portal integration with WhatsApp offers enhanced user convenience by leveraging the popular messaging platform.



ISO 27001

International standard for information security.

2025



AI Implementation

FansWiFi platform utilizes state-of-the-art AI technologies to enhance customer support capabilities around the clock, 24/7.

2025-2026



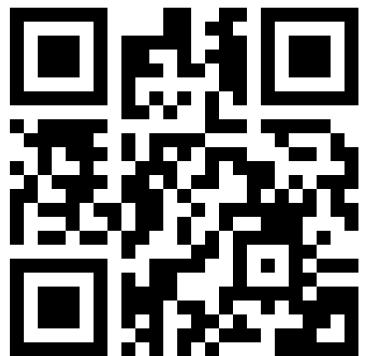
ChatGPT implementation

Tailored recommendations can be provided based on the user's connected WiFi hotspots, considering factors like **Location, Time, and Weather Conditions**. Diverse question formats are supported, and AI translation capabilities, such as ChatGPT or OpenAI, are available, matching the language settings in the user's mobile browser.



FANSWIFI

Useful Informations



Demo

Demo

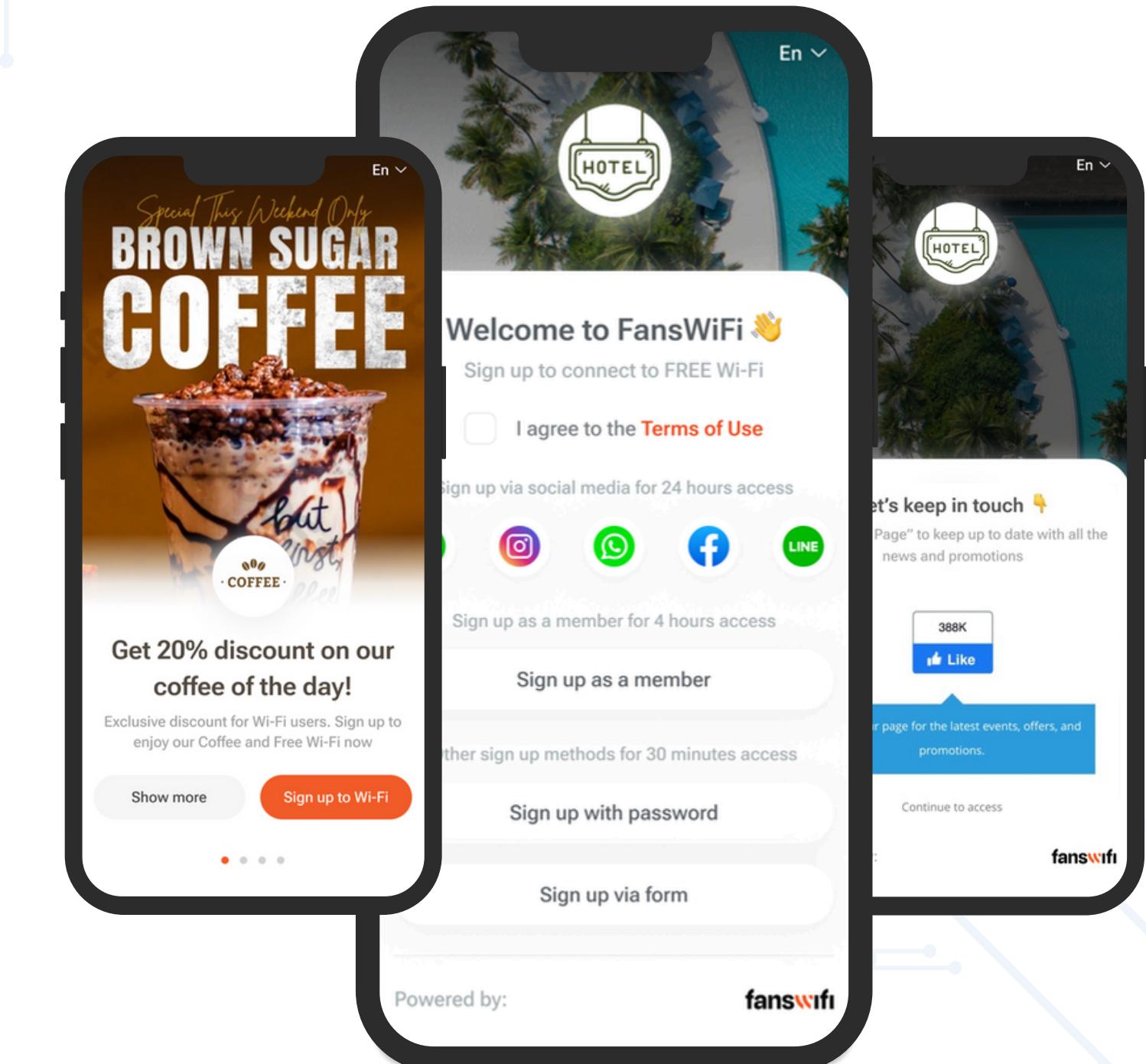
Explore the potential of FansWiFi's social marketing technology by trying out our demo.



Contact us

Need more advice?

Require additional guidance or details? Please feel at ease to provide your contact information. Our team will promptly get in touch with you!





Get in touch with US!

Thank you for your consideration, and we hope to hear from you soon.
If you have any questions, please do not hesitate to contact us.



Contact us: +852 9521 7770



Website: www.fanswifi.com



Email: sales@fanswifi.com

