

## Press Release

### **PicoPoint A turnkey solution that puts you in charge**

The number of HotSpots and HotZones worldwide is increasing at a significant rate. To be able to service those locations as a Wireless ISP requires human and financial resources. Establishing a footprint to offer to end-users is key in acquiring a significant share in this market. Initiating and maintaining relationships with location owners and managers is necessary, but time and money intensive. At the same time, it's important to deliver on promises, which in turn requires dedication towards the back-office operation. It's hard to focus on both sides.

To make life easier, PicoPoint can easily take care of these back-office operations for the Wireless ISP. Partner with PicoPoint to provide a new revenue generating service to your customers, with:

- Faster time-to-market
- Higher return-on-investment
- Global presence

### **Increased time-to-market**

Because PicoPoint has already provided you with a complete office solution, this gives you time to focus on completing the wireless installation as quickly as possible. Meaning that as soon as you have signed a contract with a location, you can install the hardware and are ready to service your first customer.

### **Higher return-on-investment**

As there is no upfront investment required in a costly back-office infrastructure, your investment is low, and risk is limited. By providing an attractive new service to your customers with minimal investment, PicoPoint's solution enables you to easily retail high-speed wireless internet access at your location and start generating revenue.

### **Global presence**

When using PicoPoint's roaming facilities, local players instantly become global players. By taking advantage of the roaming interfaces PicoPoint provides you with, and the global promotion of the locations that you serve, international traffic is stimulated and usage and revenue will increase. The nicest thing about this however, are the benefits for your end-user, as they will be able to travel around the globe while using their existing account.

For further information on how PicoPoint can help Wireless ISPs to leverage the WLAN opportunity, please contact [housam@picopoint.com](mailto:housam@picopoint.com).

For more information about PicoPoint, please visit [www.picopoint.com](http://www.picopoint.com)

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