



World Wi-Fi

Disrupting the world's data access market



We're all hooked on the Internet...

DATA

~~“Love~~ is the water of life”

Millennials

[Apologies to Rumi...]



Need data access when travelling?

Generally we have only 2 choices:

3G / 4G Roaming?



OR

Wi-Fi Hotspots?





Cellular Data – 3G/4G



- City-wide, national coverage + international roaming
- **Speed:** 1 to 10 Mbps
- **Cost:** Expensive to use when roaming
- **Quotas:** Subject to tight plan limits



Unlicensed wireless – Wi-Fi



- 100 millions of public access points now deployed worldwide
- **Speed:** 10 to 100 Mbps
- **Cost:** cheap – in some cases free (!)
- **No quotas** or higher download limits



Contrasting 3G/4G versus Wi-Fi

	3G/4G	Wi-Fi
Speed	1-10 Mbps	✓ 10-100 Mbps
Quotas	Yes	✓ No
Cost (when travelling)	High	✓ Low/Free
Pervasive	✓ Yes	Not yet
Simple to access	✓ Yes	Not yet
Secure	✓ We think so	No guarantee



3 Major issues with Wi-Fi access



- Individual Wi-Fi networks are really **short-range**
 - Hard to discover
- Wi-Fi network ownership is highly **fragmented**
 - Hard to access
- You **cannot trust** most public Wi-Fi network IDs
 - Hard to rely on



The 3 major issues, summarized



1. Locality

2. Fragmentation

3. Security



World Wi-Fi has been developed
to address these 3 key issues



Introducing Wi-Fi Search



Augmented Reality view “frequency scales” the Wi-Fi signal, making it “visible”



Using Search to overcome Locality

Wi-Fi Search



- A revolutionary new interface for “Wi-Fi search”
- Completely intuitive
- So simple, people of all ages can use it
- Based on making “the invisible”, visible, for the first time
- Patent-pending approach to “translate” the (invisible) Wi-Fi signal into the visible part of the electromagnetic spectrum!



Introducing our global, federated Wi-Fi footprint



Global footprint at Launch, planned support for more than 40 million accessible Wi-Fi nodes



Using Federation to overcome Fragmentation



World Wi-Fi network discovery & single sign-in



europa multi-service federated network



Wi-Fi
Aggregator 2

Wi-Fi
Aggregator 3

Wi-Fi
Aggregator 4

...

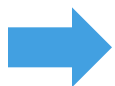
20 million
access points
(Contract signed)

20 million
access points
(WIP)

50 million
access points
(WIP)

30 million
access points
(WIP)

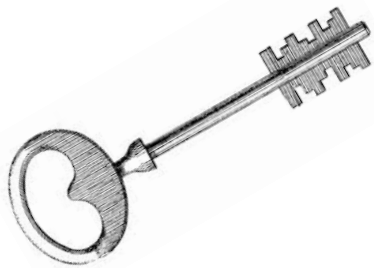
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World's largest federated Wi-Fi network:
Planned support for 40 million+ access points



Federation benefits



× 1

- Simplicity!
- Single sign-in credential across entire federated network
- Hide all sign-in complexity: captive portal navigation, passwords, etc.
- Network access is funded through low-cost rate per downloaded GB



Security to overcome fear of the Unknown



Security Services Partner
(to be announced at launch)

- Monetisable up-sell to add secure VPN tunnel termination to an active Wi-Fi session
- Provides connection to our partner's large, scalable cloud service platforms
- On-demand secure VPN to a nearby high-capacity tunnel termination server cluster
- Premium feature



Simple to use – an intuitive App interface



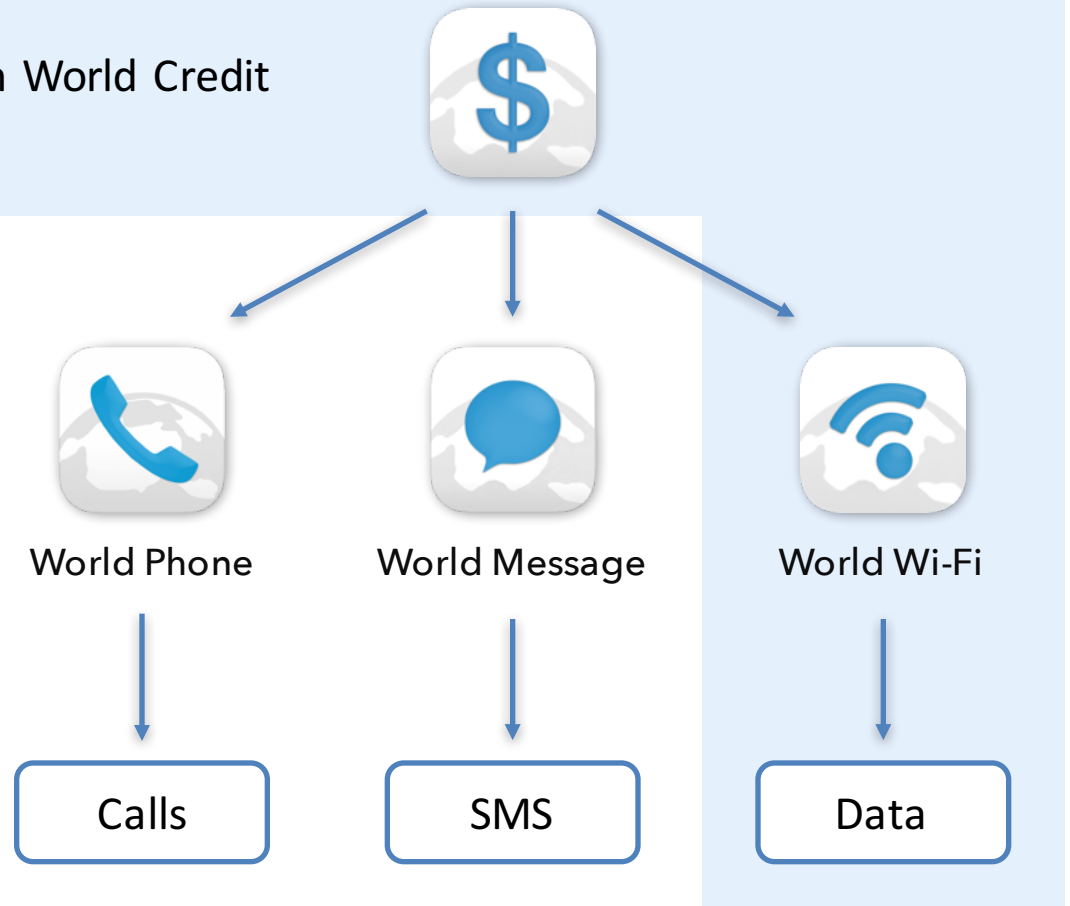


Powered by World Credit

World App users can purchase common World Credit on any of the three World Apps

Each App is aware of (and displays) the current common credit balance

Each App can use the available common credit balance for calls, SMSs, or data, respectively





And, patent protected

2 × Granted



1 x Filed

IP Australia Patent Request: Standard Patent	
Requested by	O'Sullivan
Filing date	20110429
Application number	2011901585
Invention title	Communications
Address for legal service	O'Sullivan PO Box 3334 Broadway Nedlands CRAWLEY WA, 6009 AU
Applicants	Norwood Systems Pty Ltd
Inventors	Ostergaard, Paul Frederick Norwood Wilson, David Alexander
Priority claims	
Divisional parent	Parent Application Number 2011901585



World Wi-Fi

A simple-to-use, integrated, global Wi-Fi access utility.

Connect to the the world's largest federated Wi-Fi footprint.

Secure, when you need it to be.

1 App:



World Wi-Fi

40,000,000+
opportunities to
get connected
(securely and easily)

Wi-Fi Search

- Overcome locality & invisibility
- Graphical, intuitive, relevant

Single sign-in

- Overcome network fragmentation
- Europa federated network
- Global access to 40m+ hotspots (planned size at launch)

On-demand security

- VPN tunnel termination
- Cloud based, scalable, low latency
- Premium service

Shipping Q3, 2016



A World Leader in ‘Sharing Economy’ Telco Services

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Norwood's World App Ecosystem

