

Wireless Networking: Growing Your Business By Thinking Outside the Box

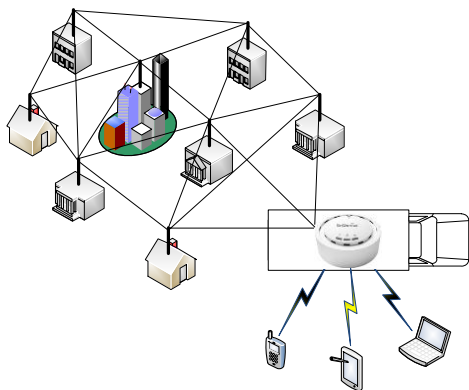
The ability to access data and content from the Internet from anywhere at any time from a growing array of wireless devices including laptops, tablets and smartphones is quickly becoming a critical requirement in the government and business sectors. Providing wireless Internet connectivity using traditional deployments of outdoor access points to bridge the network between buildings or provide wireless access to a large open area is commonplace, but the inherent limitations of these infrastructures makes the traditional deployments less-than-ideal for some of the more unique issues that many resellers encounter.

With devices like tablets increasingly replacing laptop computers as the mobile productivity device of choice in a number of industries, the creative deployment of wireless access points and bridges can provide Internet access to locations not normally supported resulting in enhanced productivity and even helping to save lives. Using EnGenius' wireless networking solutions, resellers and solution providers are creating niches by creating innovative solutions to provide Internet connectivity in less-than-ideal environments.

Key to the implementation of these, and many other, interesting deployments are the versatility of the products combined with an attractive price-to-performance ratio that enables resellers and system integrators to think outside of the box and create niches for themselves that help them to differentiate themselves from the competition and enabling them to grow their businesses despite a tough economy.

Mobile Wi-Fi HotSpots Provide Access for Emergency Response Personnel

Having fast, reliable Internet access for first responders during a crisis situation can save lives, but high traffic or weak coverage from cellular networks can render the best mobile device useless. The ability to access the Internet through a dedicated Wi-Fi hotspot provides emergency workers with access to data and communications capabilities that can make a difference between life and death.



The City of Airdrie, just north of Calgary, Alberta, Canada, has found a way to provide a high-performance, dedicated wireless network to personnel at any location throughout the city. EnGenius access points were installed into the city's new mobile Emergency Operations Center, leveraging a mobile meshing network to create a Wi-Fi hotspot to provide emergency workers with access to Internet-based resources from their tablets and other wireless devices.



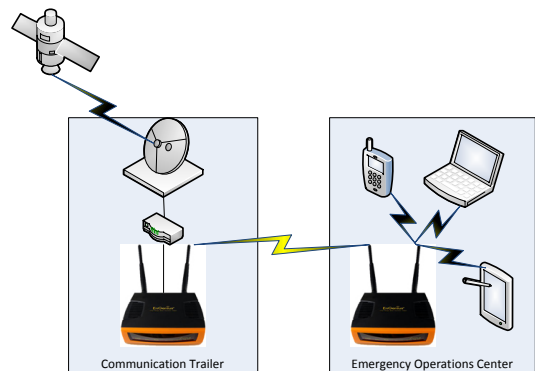
No Power. No Network. No Problem!



When severe crises strike heavily-populated areas, they are often characterized by large-scale power losses creating a tremendous level of stress and insecurity on the surrounding communities. When power to an entire area is lost during a time of crisis, new challenges quickly arise for government officials in areas such as medical response, law enforcement and infrastructure repair. However, without the ability to communicate within the local government and to outside agencies, living conditions and the security for residents quickly degrades.

After Hurricane Katrina, the Governor’s Office of Homeland Security and Emergency Preparedness in Louisiana set out to find a solution to ensure that their emergency responders would have rapid communications capabilities in the event of another catastrophe.

The agency acquired several self-powered trailer-mounted satellite units that are capable of providing Internet and voice communications via satellite. Each trailer includes an EnGenius wireless access point and EnGenius DuraFon cordless phone system. Once onsite, the system is deployable in only 20 minutes and provides wireless Internet connectivity and four telephone lines. By utilizing the bridging capability of the access point, the system can provide Internet access and voice communications within hardened emergency operation centers, even though there may be no power to the facility.



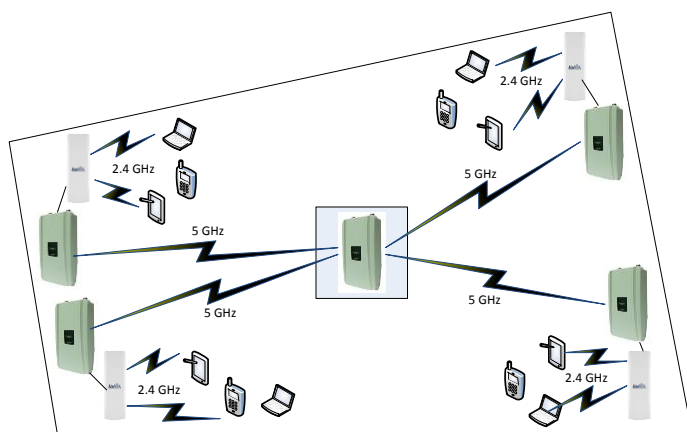
Reliable Wi-Fi Coverage Over Large, RF-Saturated Area Filled with Metal Obstructions.

Even when on vacation, the ability for people to access the Internet in their RVs from their laptops, tablets or smartphone devices is important, whether it’s to keep up with their emails, check in on Facebook or stream their favorite movies. Even though a growing trend among RV parks is to provide free wireless Internet access, connecting to that Wi-Fi signal is often easier said than done, much to the frustration of the vacationers.



One of the major challenges faced in providing a usable Wi-Fi network to all RV park guests include the inability of the RF signal to penetrate through multiple recreation vehicles, so the vehicles that are closest to the office are likely to receive a reliable signal while guests in vehicles on the outskirts often have to take their devices to the office to connect to the Internet.

This was the case for the 12-acre Anaheim RV Village, in Anaheim, California. Complicating their issue was the fact that the property, which is less than a block away from Disneyland, is saturated with RF signals in the 2.4GHz spectrum from the surrounding hotels and other RV parks which severely limited the effective range of their Wi-Fi signal.



To overcome the coverage issues, Anaheim RV Village is able to provide reliable Wi-Fi coverage throughout the property to all of the guests' vehicles by utilizing EnGenius' dual-band wireless access points. The dual-band products are positioned along the perimeter of the property to provide 2.4GHz access for the guests' devices, while the 5GHz band is used as a backhaul channel to the administrative office, as well as provide 5GHz wireless connectivity for client devices.

This deployment provides users access to a strong, reliable Wi-Fi signal that they can enjoy from the comfort of their RVs and that is a significant competitive advantage for Anaheim RV Village.

Summary

While EnGenius products are commonly deployed in home and business environments to provide a reliable, high-performance, long-range wireless network infrastructure for supporting a seemingly endless variety of bandwidth-intensive network applications, as you can see, we've got some pretty creative users.

By leveraging the versatility, performance and cost-effectiveness of our solutions, these examples demonstrate how these wireless networking products can be deployed to establish or extend and existing network to solve coverage and performance issues in challenging environments. Resourceful IT managers are also integrating EnGenius' solutions into larger systems to deliver time- and life-saving communications capabilities where there would otherwise be none.

By thinking outside of the box, system integrators can create niches for themselves and grow their businesses by figuring out innovative ways to deliver reliable wireless network connectivity to areas that are not currently served. Build the better mousetrap and watch the world beat a path to your door!

EnGenius – A Legacy in Long-Range Communications, A Future in X-treme Networking

Since 1999, EnGenius Technologies has provided reliable long-range wireless solutions to small and medium businesses. The company established its reputation for long-range communications solutions with its initial line of long-range cordless telephone systems and subsequently expanded its product line to include 802.11-based wireless networking products including routers, access points, client bridges, repeaters, and adapters.



Today, EnGenius Technologies offers a growing portfolio of versatile wireless voice and data communications solutions designed to deliver performance, reliability and value to consumers and businesses. Along with the continued expansion of wireless voice and data solutions, EnGenius Technologies is dedicated to the expansion of its channel business to VARs, system integrators, online resellers, and other customers.

To help resellers and system integrators grow their businesses and increase their revenue, EnGenius Technologies is launching its new **X-treme™** family of business data networking products which will enable system integrators sell complete network infrastructure solutions for data communications and video surveillance to small and medium businesses.

The new X-treme product portfolio will include: SMB dual-band indoor and outdoor APs/bridges, managed and unmanaged PoE switches, IP cameras for small business and home surveillance, and remote and cloud-based network management and monitoring solutions.



The EnGenius Difference for VARs, System Integrators and Resellers Selling to SMBs

Through the EnGenius EnPower Partner Program, our VARs enjoy a portfolio of solutions that are among the most technically-robust and competitive products in the SMB market. By using EnGenius solutions, VARs and system integrators get state-of-the-art wired and wireless solutions that offer similar, if not better, performance as competing products but at a more competitive price enabling them to deliver robust solutions while increasing their profits.

EnGenius solutions enable our VARs and resellers to expand their overall market of potential small business customers by enabling them to offer wired, wireless and/or surveillance solutions without the budget of the larger Fortune 1000 companies. By expanding the overall customer base, VARs and resellers reduce their risk by becoming less dependent upon the fate of larger corporate, government or education customers and their uncertain capital expenditure outlays.

Given the demand for small businesses to expand their existing networks to offer Wi-Fi connectivity to their guests and patrons, VARs and resellers can leverage some great opportunities, particularly in the hospitality and restaurant markets, to expanding into the rapidly-growing small business sector.

Even though EnGenius products are available at a more competitive price point than the competition, the VAR service model does not change. VARs can still derive a good portion of revenue through on-site installation, management and monitoring of their customers' networks and, in some cases, may derive additional incremental margin when selling lower-priced EnGenius X-treme SMB products to their customers.

A Quick Look at the New EnGenius X-treme Product Line

- **X-treme Dual-Band Indoor and Outdoor Access Points, Client Bridges and Repeaters (Available in Q4 2012)**
 - EnGenius' new line of X-treme dual-band indoor and outdoor wireless networking solutions provides VARs, resellers and integrators with high-performance, simultaneous dual-band wireless products that will give them added flexibility in the deployment of network infrastructures to support the ever-changing requirements of their clients.
 - Taking advantage of the less-used 5GHz frequency band, the new X-treme dual-band solutions enable the network to support both legacy 802.11b/g/n client devices as well as newer devices with 5GHz 802.11n capabilities. These new solutions enable the VAR, reseller or system integrator to cost-effectively upgrade the performance of the wireless network infrastructures potentially providing additional opportunities for revenue among new and existing clients.



- **X-treme PoE Switches (Available in Q1 2013)**

- EnGenius' new line of managed and unmanaged PoE switches enable VARs, resellers and system integrators the ability to deliver a complete network infrastructure solution while minimizing the cost and complexity of the installation.
- EnGenius' PoE switches can be deployed to support a growing variety of PoE-capable, network enabled devices such as IP cameras, phones and wireless access points, providing freedom-of-deployment and eliminating the need to position the devices near power outlets.



- **Remote and Cloud-based Network Management and Monitoring (Available in 2013)**

- EnGenius' soon-to-be-released Cloud-based management system will enable users to remotely monitor and manage EnGenius solutions including wireless network devices, managed switches and IP video cameras.
- The ability to monitor and manage EnGenius network infrastructures enables VARs, resellers and system integrators to increase revenue through the addition of service contracts. Of course, the system also saves IT managers time and money by providing them with remote access to the client's network and enabling them to reduce or eliminate unnecessary visits to the customer premises.



- **IP Cameras (Available in Q1 2013)**

- EnGenius' indoor and outdoor IP cameras will provide VARs, resellers and system integrators with an affordable, high-quality video surveillance product for SMB deployments.
- Combined with EnGenius' X-treme PoE switches and wireless access points, system integrators can expand into the video surveillance business with the ability to provide customers with a complete, affordable, single-vendor video surveillance solution.



About EnGenius

EnGenius Technologies, Inc. is the industry expert in wireless communications and Radio Frequency (RF) technology for voice and data. The company offers an expanding line of feature-rich, affordable and reliable high-powered wireless solutions that extend the range of networks for homes and small- to medium-sized businesses. For more information about EnGenius, our solutions, and the EnPower Reseller Program, please visit www.engeniustech.com. You can also follow **EnGenius Tech** on Facebook.