



R66T WiFi Apps



My SkyFolder's



Hotel Utilities & Apps



Mobile Apps



R66T digital networks

The R66T Ecosystem

The R66T ecosystem exists on the first page of the Internet portal, which can accommodate mandated brand landing pages. In addition to improving overall performance of networks, we have created a new digital-media, with an opportunity to provide added value content and applications to the users and provide a new voice to the brands - whose customers are within striking distance of the cash register.

The above image is an example of the log-in screen of the R66T Network, complete with relevant applications and links to content. The AdBuilder application is tied to various spaces within the network, such as the large window above, that can be assigned to the brand for promotional use. When the user is ready to go to the Internet, we make it easy.





Traffic Shaping and Provisioning

A recent survey conducted by Carnegie Mellon University showed that among the top four digital-lifestyle groups of frequent WiFi users, the desire for free Internet was stronger than the desire to actually “utilize” free Internet. Users specifically indicated that they would not pay for public Internet on a private network. Conversely, when asked if they would pay for improved performance of free public Internet on a private network, 80% said that they would most likely pay for the improved service. Provisioning of premium services includes:

- Real-time restriction of bandwidth utilization on a per-user basis to pre-set rate limits, based on a broad spectrum of criteria, including but not limited to payments applied at the captive portal, RADIUS vendor specific attributes and pre-defined lists of MAC addresses.
- UX1 can deliver a specified minimum bandwidth to certain end-users on a per-user basis, which enables up-selling of premium service packages such as VoIP enablement, additional bandwidth provisioning, premium content packages, and movie rental over the system.
- Enforces usage quotas over the end-user base within a specified time scale. Consumption of bandwidth can be controlled over long-range time scales (e.g., 5 GB per month) while allowing higher instantaneous speeds. Quota additions can be purchased by the user via the captive portal.
- Hard packet prioritization guarantees that packets from operator specified end-users, such as premium guests, are forwarded before any others. UX1 enables multiple levels of configurable priority, enabling the sale of premium offerings such as prioritized access for business customers.

Revenue Generation

UX1 enables us to maintain control over the end-user Internet experience, with potential advertising and premium service revenue generation mechanisms such as:

- Rewriting any or all web pages - injecting relevant advertising and sponsorships from national sources of the R66T AdBuilder, inserting toolbars and banners, and communicating marketing messages inline with the end-user physical location or established lifestyle profile.



- Periodically redirecting web requests to specially designed interstitial advertising templates delivered via the captive portal mechanism.
- Content filtering based on URL pattern matching by automatically synchronizing with publicly available block-lists.

Web Experience Manipulation

We maintain complete control over the end-user Internet experience with potential advertising and premium service revenue generation mechanisms such as:

- Periodically redirecting web requests to specially designed interstitial advertising templates delivered via the captive portal mechanism.
- Modal window overlays for local and national sponsorships, as well as MMS campaigns.
- Rewriting any or all web pages - injecting relevant advertising from national sources of the R66T AdBuilder, inserting toolbars and banners, and communicating marketing messages inline with the end-user physical location or established lifestyle profile.
- Content filtering based on URL pattern matching by automatically synchronizing with publicly available block-lists.

Integrated Unified Threat Management

- The UX1 Gateway behavioral intrusion detection subsystem quickly identifies abusive end users, detecting malicious hosts attacking from the WAN.
- DPI engine that enables signature matching. Compatible with industry standard rule formats that are widely available for detecting viruses, worms, malware, DoS attacks and other common problems.
- Behavioral and signature based malicious identification are integrated with the policy enforcement engine, enabling for isolation and temporary or permanent quarantine or black-hole abusive end-users.





Role-Based AAA Policy Enforcement Engine

Fully automated enforcement of per-user policies with a broad spectrum of target identification and policy template options including:

- Identify and assign roles to end-users through nearly any mechanism imaginable, including, but not limited to credential capture via portal, IP address, subnet, VLAN, MAC address, etc.
- Identify and group applications by server IP address, source port(s), destination port(s) and DPI signature.
- One-click assignment of policy templates to end-user roles, application groups and authenticated databases of end-users. Fully automated enforcement of per-user policy over a dynamic end-user population.