



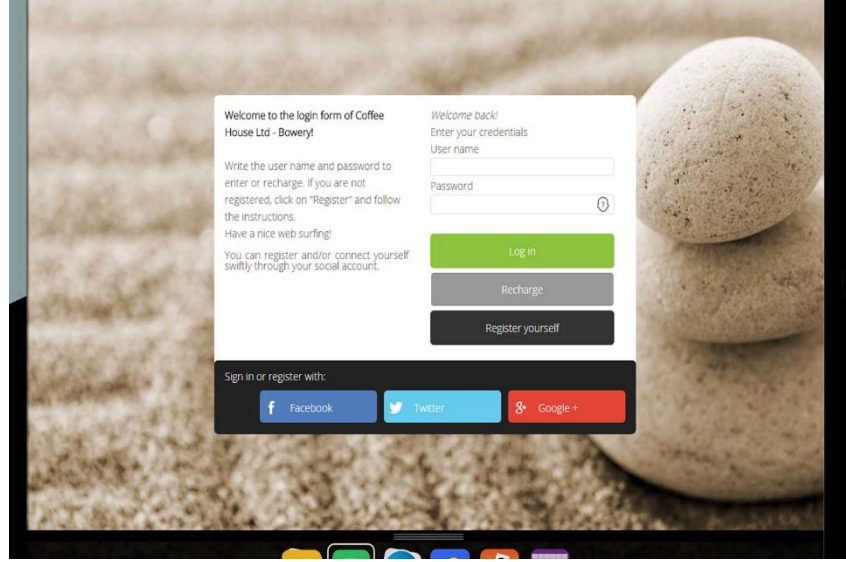
Captivating the user experience

A Cloud Managed Smart Platform for Essential WiFi Services and Monetization

- Suitable for any venue offering free WiFi
- Cloud-based Management Dashboard
- Several monetization options
- User Acceptance Policy enforcement

What is MagiXPortal?

MagiXPortal is a transitioning solution that the user of a public-access network is obliged to view and interact with before access is granted to the Wi-Fi. MagiXPortal can be typically used by business centers, airports, hotel lobbies, coffee shops, and other venues that will offer free Wi-Fi hot spots for Internet users.



Why customers use MagiXPortal

- Branding, industry themes & features
- Visitor profiling for identification and segmentation
- Network access & Bandwidth Control
- Meaningful reports & rich analytics
- Ads and Promotions engine
- Functions on Android and iOS
- Opportunity to grow customer database
- Ensure network security through User Acceptance Policy enforcement
- Revenue generating opportunities

Improved visitor Experience

- Numerous, easy Log-In options
- Encourages users to decrease load on their mobile data usage
- Immediate awareness of venue services
- Guarantees a family-friendly experience through content filtering

Positive Financial Impact

- No hidden costs on infrastructure
- Location-based advertising, and monetization services
- Innovative revenue streams by understanding user behavior
- Increased exposure to venue deals

Enhanced business processes

- Customer satisfaction surveys ensure continuous service development
- Delivers actionable reports & analytics that support smarter, faster decision making
- Offers back-office functionality that streamlines routine administrative tasks

Total engagement from start to finish

Inventive revenue, increased overall profit, definite ROI

Continuous concentration on service enrichment

“We needed a simple solution that will help us encourage customers to access our WiFi network to facilitate gathering customer data, and to open seamless revenue channels.”

- King Abdullah Economic City (KAEC)



MagiXPortal deployed on MS Azure, allows venue owners to take advantage of the cloud to deliver flawless visitor service



Happy Customer, Successful Venue !

- Speedy self-registration and network access
- Visitors communications through splash screens
- Family friendly connection
- Statistical user behavior insight



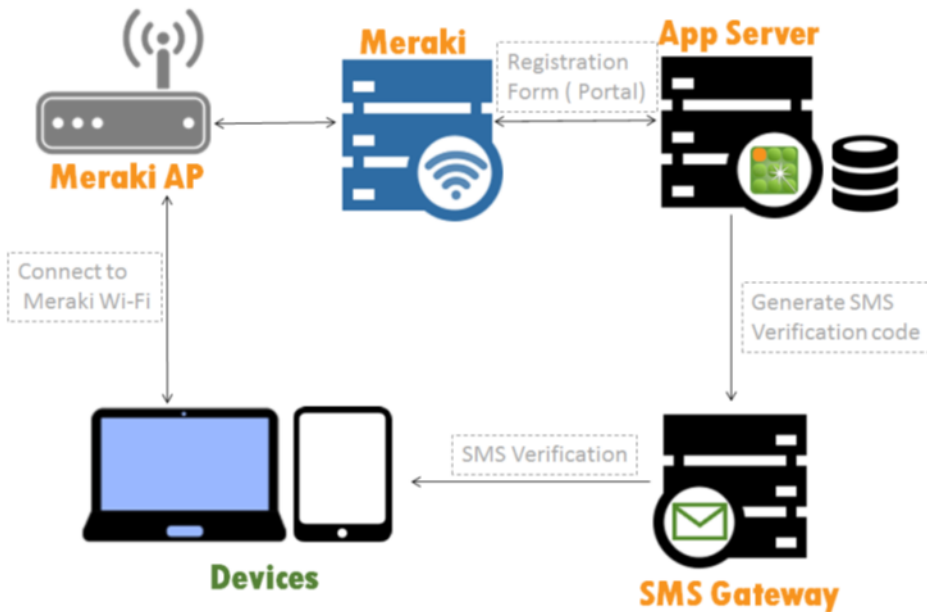
Speed across the board

- Speed of Solution Deployment
- Speed of operation
- Speed of Scalability
- Real time reports for immediate decisions



Overall Impact

- Data Security
- Capture and understand visitor-generated data for accurate decision-making
- Guaranteed ROI



MagiXPortal on Cloud

Our promise to you

We promise industry-leading scalability, unmatched security, and ground-breaking innovations including a layer of intelligence that will not only extend an outstanding customer experience, but heightened interaction.

We promise you the ability to monitor engagement & satisfaction based on real time analytics & detailed reports to gain specific insights into top sessions and speakers, influencers, and overall user activity.

Tangible Benefits / Desired Outcomes

- Innovative revenue channels
- Guaranteed customer engagement
- Accurate Decision-making based on detailed reports & analytics

Why IPMagiX?

Founded in 1998, IPMagiX creates solutions that empower hotels to prepare for IoT and earn revenue simultaneously. Headquartered in Egypt, and as a Microsoft Gold Communications Partner, IPMagiX has emerged as a leader of Unified Communications building a global presence. At IPMagiX, we integrate our vast experience with our highly enabling technology to create innovative solutions with ultimate flexibility, outstanding support and robust value through.