



Devicescape Wi-Fi Report™

Original Research on Wi-Fi Usage and Trends

Q1, 2009

Devicescape Wi-Fi Report Summary

In a new report conducted by Decipher, Inc. on behalf of Devicescape and other Wi-Fi leaders, more than 2,700 Wi-Fi users shared their opinions about Wi-Fi. The questions were provided by Wi-Fi pundits and the survey queried a cross-section of Devicescape's members, a group that includes a variety of both professionals and students from around the world.

Devicescape Wi-Fi Report Methodology

Decipher, Inc. surveyed more than 2,700 Wi-Fi users, representing a cross section of Devicescape's overall membership. The survey questions were developed by Devicescape, Trustive, DEFi Mobile and industry pundits. Devicescape members include a wide array of both working professionals from a variety of industries as well as students in both the United States and around the world.

The results are presented using percentages of total respondents. In many cases multiple answers were allowed, and hence the total of all percentages is greater than 100 percent.

The contents of this report represent the interpretation and analysis of statistics and information gathered from a survey group selected at random by Decipher, Inc. The information contained in this report is believed to be reliable but is not guaranteed as to its accuracy or completeness.

License Terms and Conditions

This report is the intellectual property of Devicescape Software, Inc. and is subject to copyright restrictions.

The Devicescape Wi-Fi Report ("Report") is provided to authorized companies and individuals ("Licensees") only. Licensees are entitled to use the Report for internal research, and also allowed to reproduce the data in whole or in part in the Licensees' own publications, which can include but are not limited to reports, blogs, articles, data sheets and white papers ("Derivative Works"), with the following restrictions:

- Data in the Wi-Fi report may not be sold either in whole or in part.
- The Report may not be distributed to third parties without Devicescape's written consent.
- When data from the Report is used in Derivative Works, the data must be attributed to the "Devicescape Wi-Fi Report".
- Licensee agrees to indemnify and hold harmless Devicescape with regards to the accuracy and suitability of the Report for any purposes whatsoever.

1 Overview

With more than 1 million members, Devicescape is the leader in Easy Wi-Fi. The company spearheaded the Devicescape Wi-Fi Report as an effort to better understand its customers as well as “consumer” Wi-Fi needs and behavior. On a quarterly basis, the company will interview a random snapshot of its members to further understand Wi-Fi behaviors.

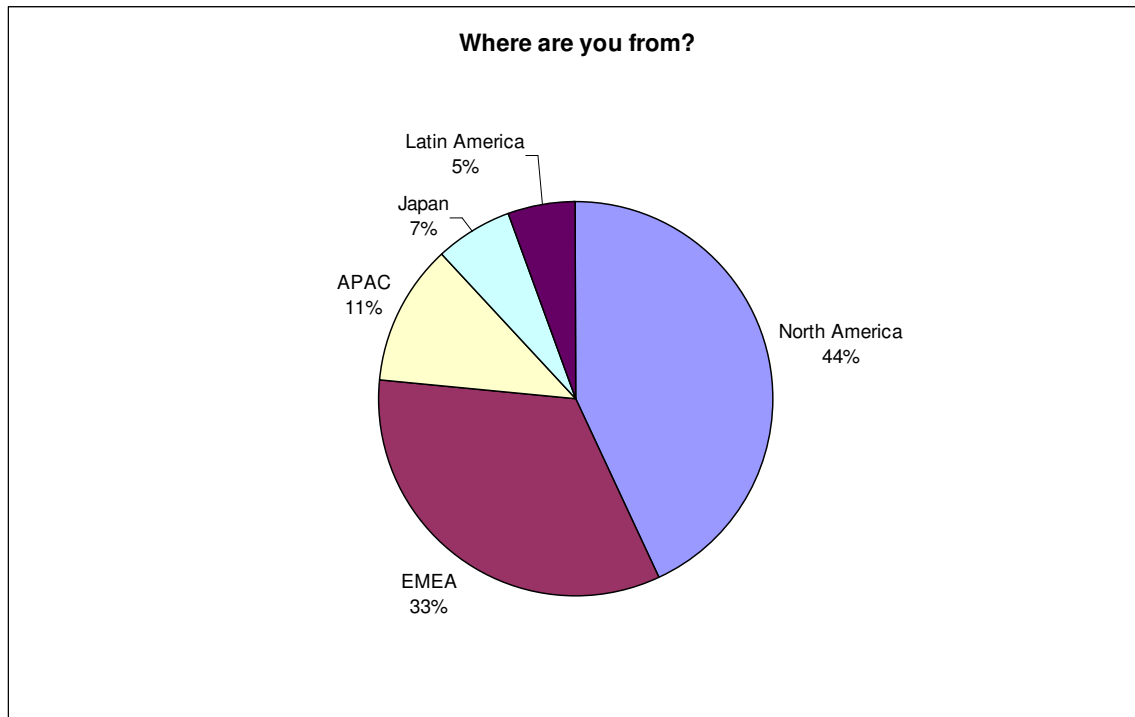
The company has worked with original equipment manufacturers and service providers since its inception. Devicescape’s Easy Wi-Fi enables anytime, anywhere, any network Wi-Fi access.

Key findings from the “Devicescape Wi-Fi Report” showed:

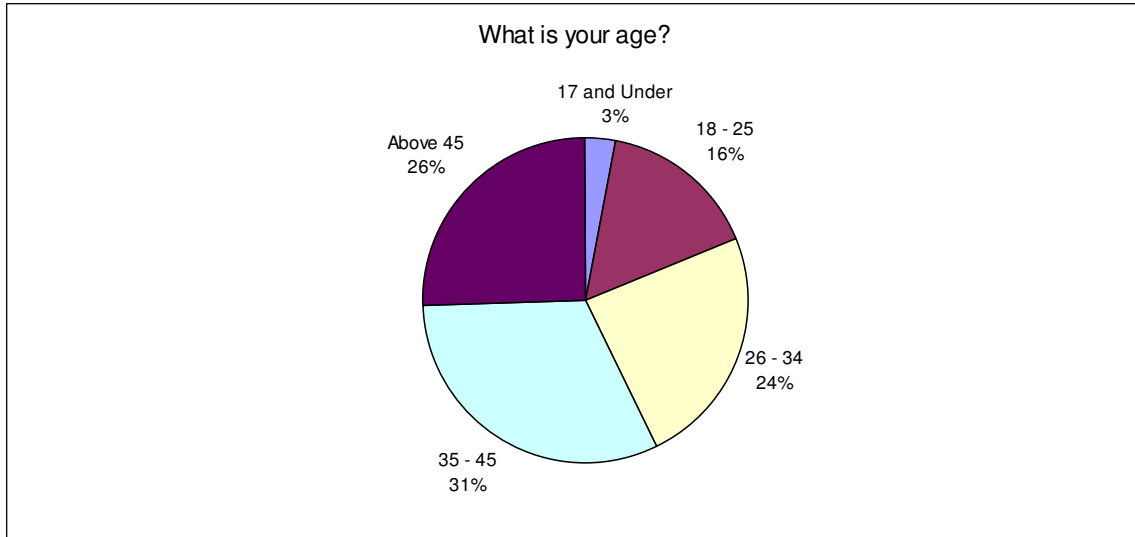
- An overwhelming number of Wi-Fi users expect Wi-Fi while on the road (91 percent).
- Most respondents want citywide Wi-Fi (84 percent), and surprisingly, many are willing to pay for it (56 percent) as they would a utility.
- When traveling, the most-often used device for accessing Wi-Fi was the smartphone, such as an iPhone (vs. laptops).
- The overwhelming majority of smartphone users (81 percent) prefer using Wi-Fi over 3G for browsing Web sites, downloading data, Google searches and sending e-mail.
- Eighty-six percent of respondents want OEMs to build Wi-Fi into their handsets.
- Eighty-two percent of respondents want the service provider to provide an overall 3G/Wi-Fi data package.

2 Analysis of Respondents

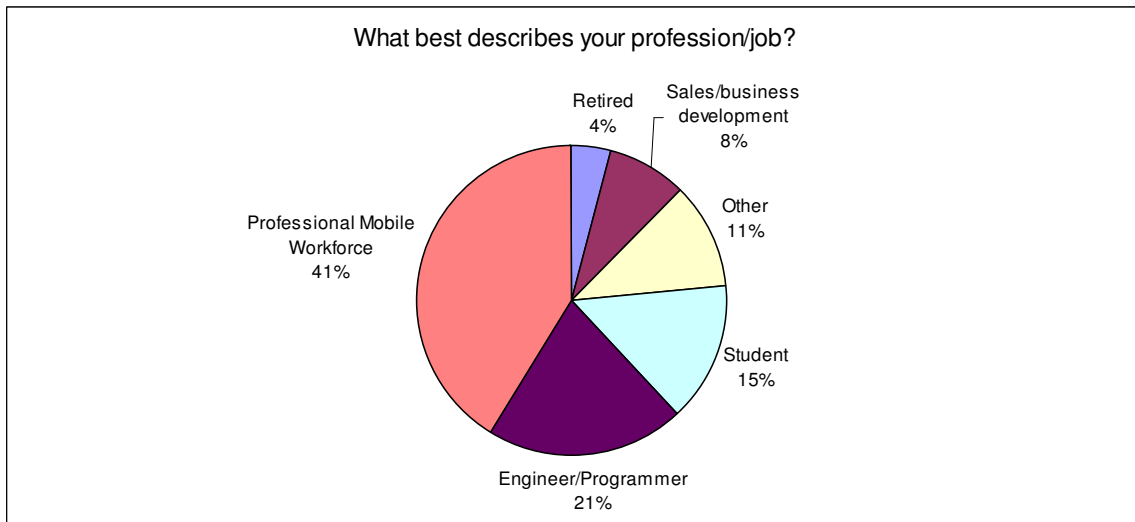
Respondents were asked a series of demographic questions, which are summarized in this section.



With more than 1 million members, Devicescape has a strong sampling of Wi-Fi users from around the world. Beyond the United States, a cross-section of users are from Asia/Pacific, Japan, the United Kingdom and mainland Europe. The smallest segment of Devicescape members are in Latin America.



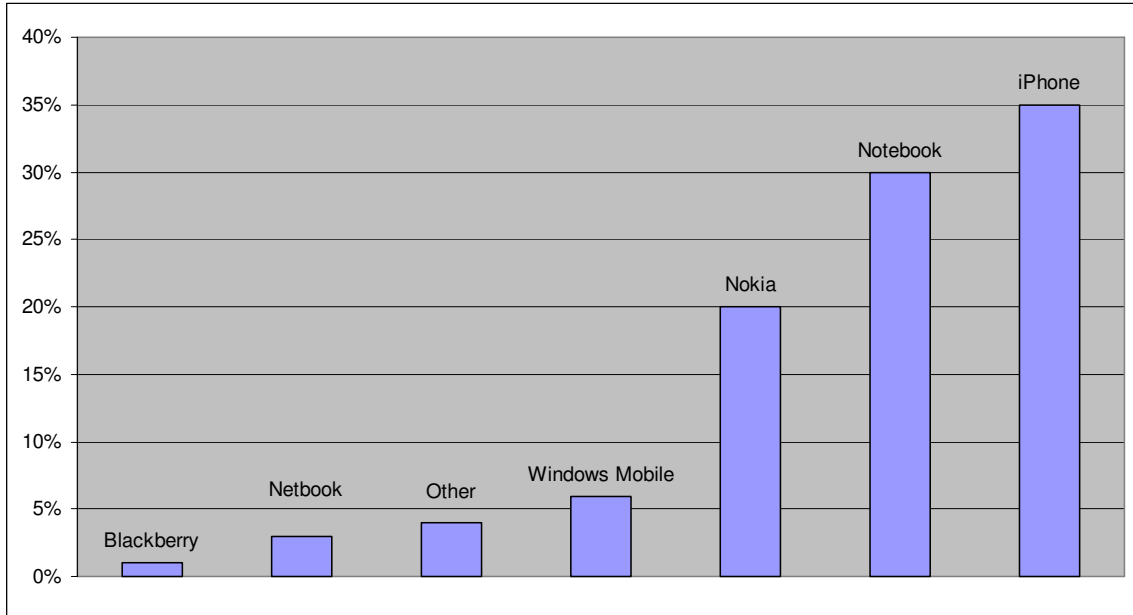
Next, respondents were asked about their age. Highlights that are significant within the age demographic are that the majority of respondents are within their professional years, with the majority between 35 and 45 years of age.



As an addendum to the age question illustrating that respondents are within their professional years, the vast majority of Devicescape Wi-Fi Report respondents illustrate that they are on the go; therefore, Devicescape categorizes them as a snapshot of the professional mobile workforce. Devicescape defines the professional mobile workforce as people that are considered road warriors, consultants and sales/business development professionals. These professions are "on the go and on the road."

3 Survey Results

3.1 Which device do you use most often to connect to Wi-Fi when you are traveling?



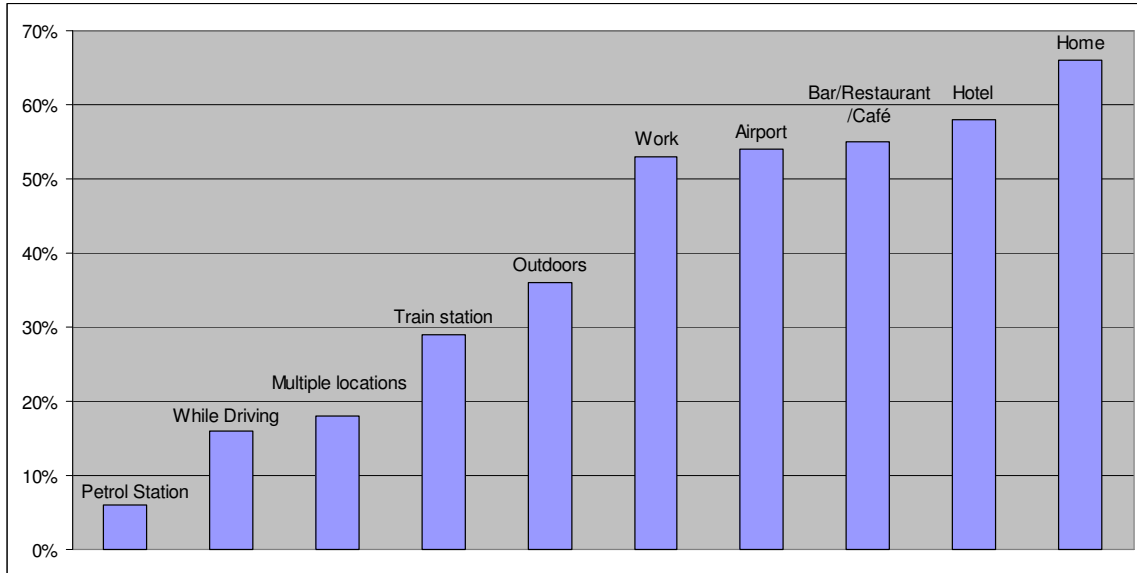
Most notable is that the use of the iPhone outranked that of a traditional notebook. Additionally, when the iPhone is combined with the Nokia handset, notebook use is second position in position in regard to Wi-Fi usage.

3.2 When traveling (e.g. an airport, train station, ferry terminal, bus station), do you expect some form of Wi-Fi network so you can access the Internet?

Yes	91%
No	6%
No opinion	3%

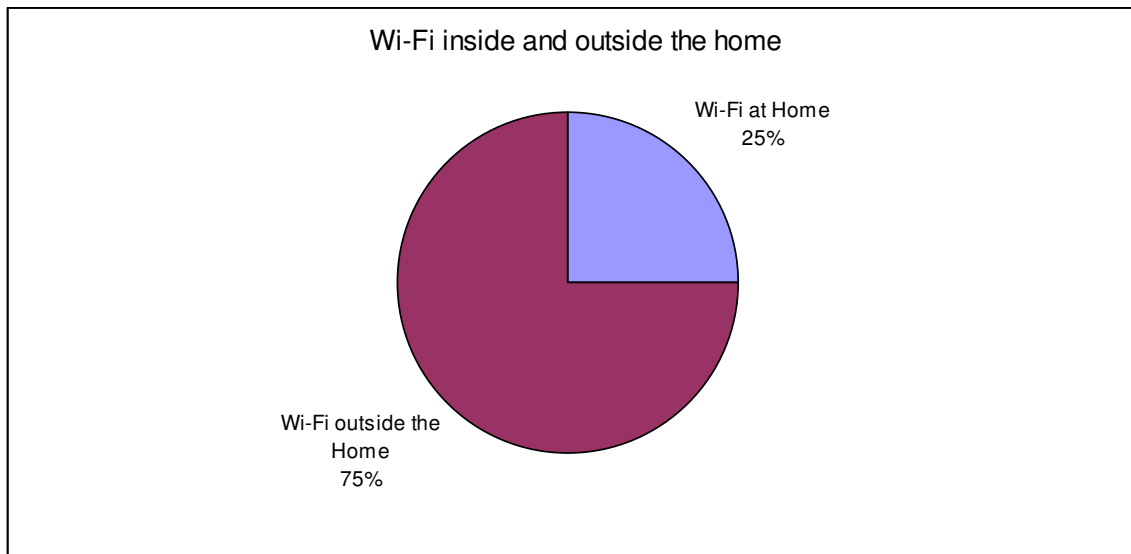
During the past few years, people have come to expect Wi-Fi while traveling. Devicescape was not surprised by the fact that 91 percent of respondents want Wi-Fi while traveling.

3.3 Where do you use your 3G/Wi-Fi device?

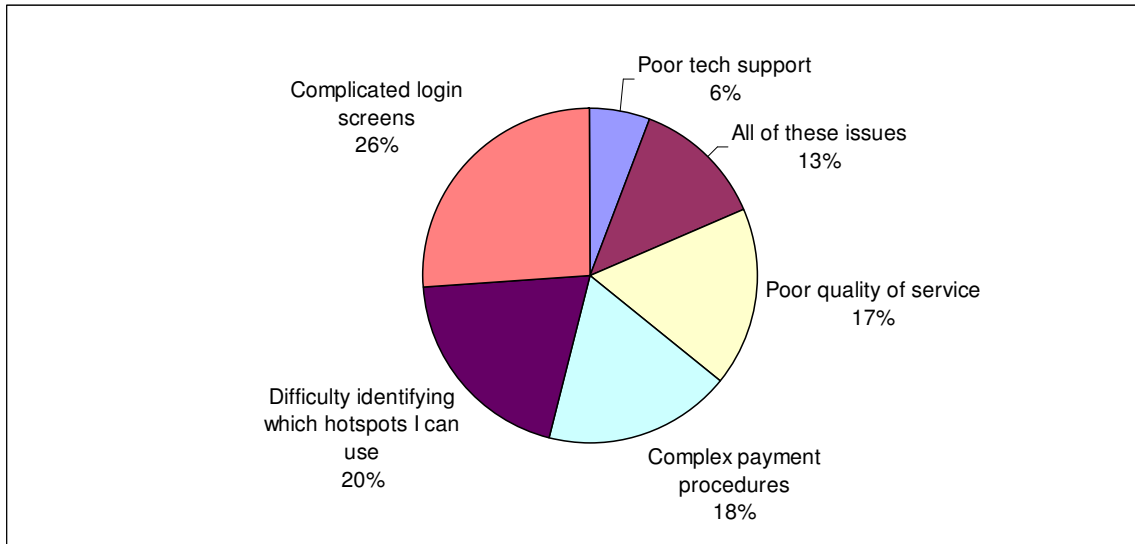


In previous years, Wi-Fi was used inside the home or within the workplace. Now, people expect it while traveling – in airports, hotels and train stations. But the fact that more than 50 percent of respondents use it at cafes and more than 30 percent of respondents state they use it “outside” illustrates a value proposition of anytime, anywhere Wi-Fi.

The question allowed multiple answers, so although the majority of respondents use Wi-Fi at home, the total number of locations where Wi-Fi is used outnumbered the home by a ratio of 3-to-1.



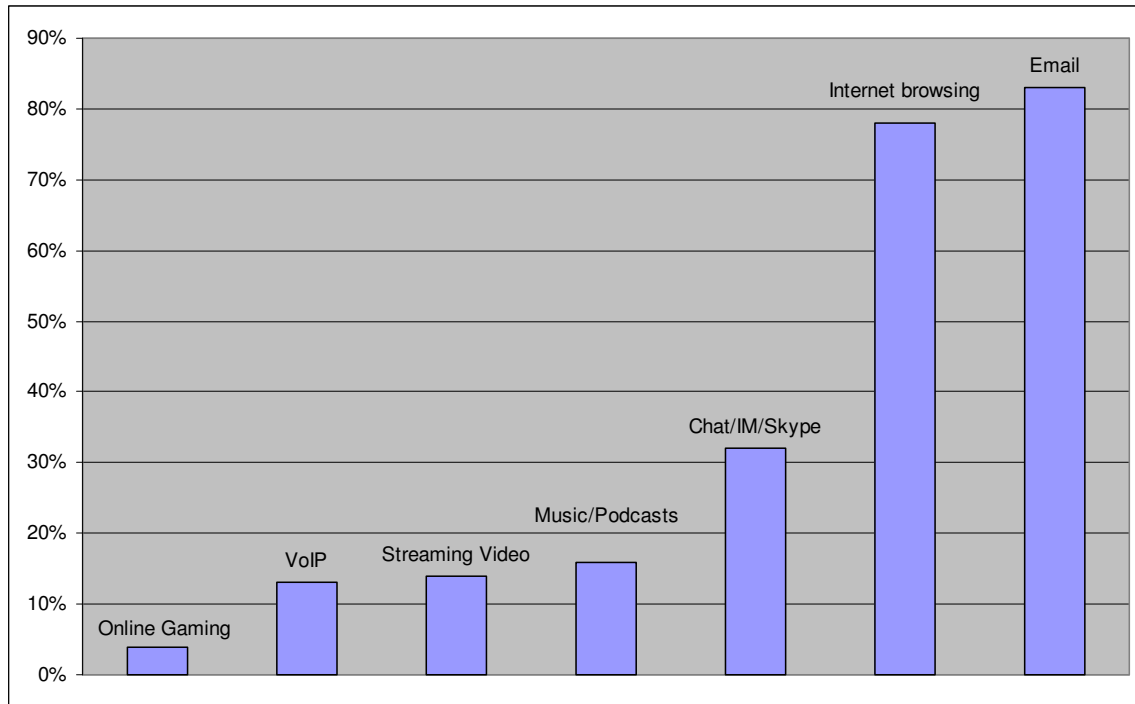
3.4 What irritates you most when trying to connect to a Wi-Fi hotspot?



When respondents were asked about what frustrates them most when trying to connect to Wi-Fi hotspots, around one-half responded with issues regarding complicated login screens and difficulty identifying which hotspots were available for use, echoing the hassles of trying to identify a network from a list of unknown SSIDs.

The response here was hardly surprising, since the respondents are active Devicescape Easy Wi-Fi users, and use Devicescape to solve primarily these two issues.

3.5 What applications do you use when you are in an airport Wi-Fi hotspot?



While e-mail and Internet browsing are obvious uses of hotspots, Devicescape would like to call out that streaming video and VoIP/Skype are on the rise, now in double-digit use. Notably, people are using Wi-Fi connectivity for less expensive phone calls.

3.6 Do you want to have citywide Wi-Fi access (including outdoors) in your city or on your university/college/high school campus?

Yes	84%
No	10%
No opinion	6%

Respondents were then asked two key questions relating to Muni Wi-Fi. An overwhelming 84 percent of respondents want citywide Wi-Fi.

3.7 Are you willing to pay for citywide Wi-Fi access as a utility, such as water, gas or electric?

Yes	56%
No	33%
No opinion	11%

More importantly, more than 50 percent of respondents said they are willing to pay for Wi-Fi in the same way they pay for a utility. Cities should take efforts behind driving forward municipal Wi-Fi networks more seriously.

3.8 Do you expect that cell phone manufacturers such as Nokia, Motorola and others should build in Wi-Fi capabilities and Internet access into all their phones?

Yes	86%
No	7%
No opinion	7%

In regards to questions 3.8 and 3.9, Devicescape thought it was of interest that more than 80 percent of respondents want manufacturers to embed Wi-Fi capabilities into their handsets. Likewise, they expect service providers to create bundled data packages for multiple networks.

3.9 Do you expect that your service provider such as T-Mobile, Verizon or AT&T should offer Wi-Fi as part of their overall cellular/data packages?

Yes	82%
No	7%
No opinion	12%

As expected, users want their mobile operator to include Wi-Fi either free of charge or bundled to give the appearance of free. As mobile data usage becomes a mass-market product, users don't want to purchase extra unbundled Wi-Fi plans. Conversely, mobile operators want to encourage users to use Wi-Fi to help offload costly unlimited 3G data services, so the expense of a bundled Wi-Fi server to the operator can be offset by savings on 3G infrastructure.

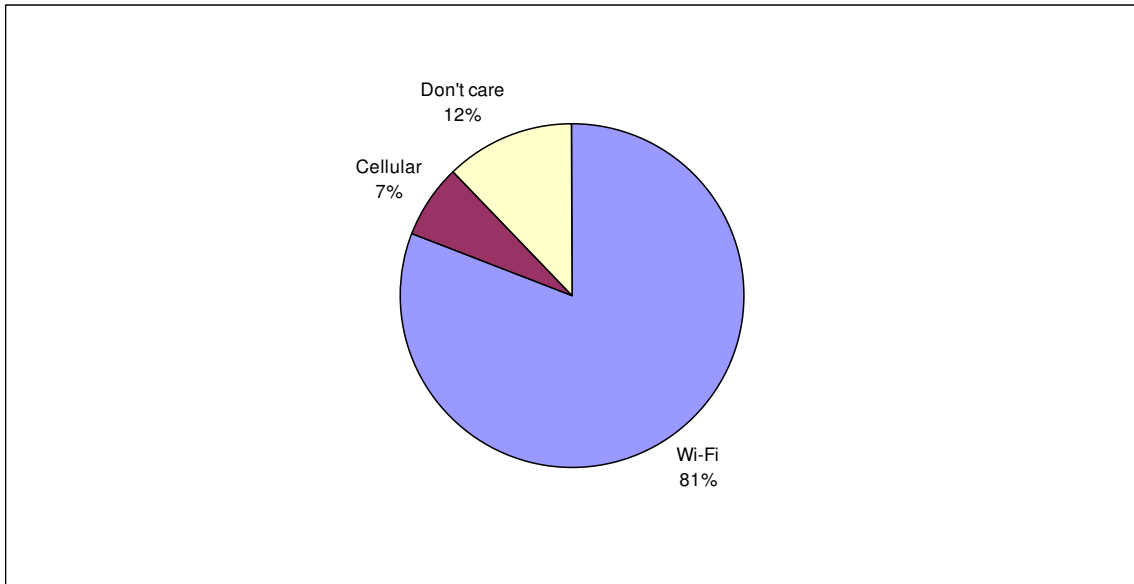
3.10 Do you want your mobile phone service provider to allow you to seamlessly roam between the cellular (3G) network and Wi-Fi for data connections?

Yes	90%
No	4%
No opinion	6%

Many mobile operators now view Wi-Fi as a complement to 3G data; however, consumers will not always use Wi-Fi services when they are available unless mobile devices can seamlessly switch between 3G, Wi-Fi and future 4G technologies. Users just want to be connected.

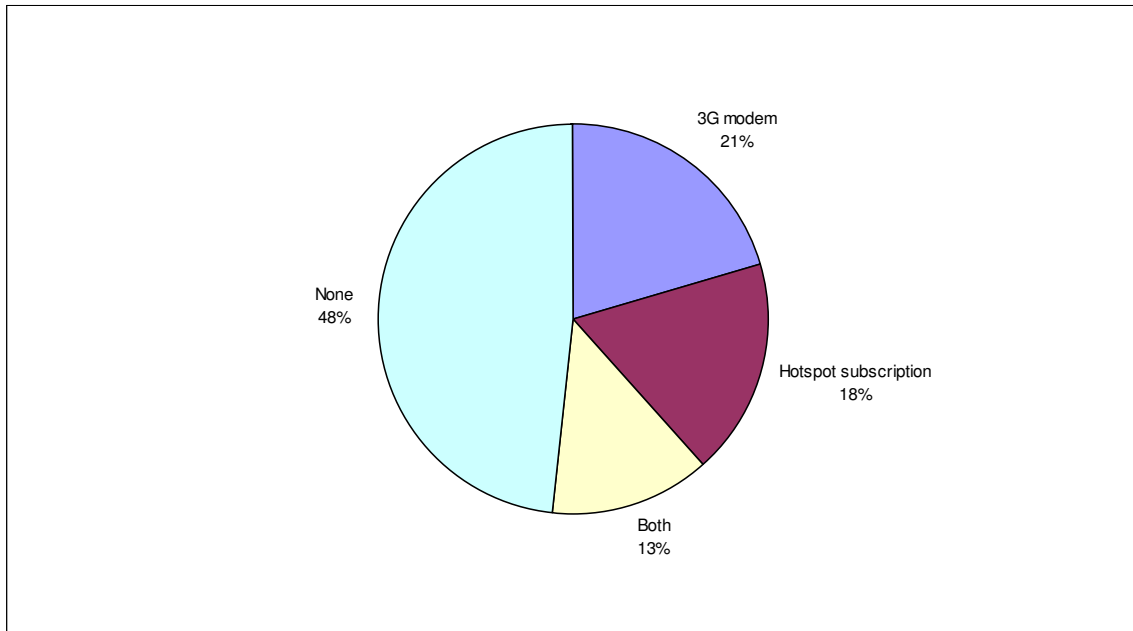
Handset manufacturers and service providers must determine how to support this functionality in future products.

3.11 If you own an iPhone (or other portable cellular device that has Wi-Fi), do you prefer using Wi-Fi or your cellular data connection for browsing Web sites, downloading data, doing Google searches and sending e-mail?



The above point underscores the considerable popularity of Wi-Fi versus 3G among consumers. Future surveys will probe this in more detail, but we have anecdotal evidence that Wi-Fi is perceived as a faster, superior technology for rich media applications.

3.12 Do you have a 3G modem or hotspot subscription with your laptop?



Of the respondents surveyed, over 50 percent said they currently pay for some form of data access – roughly split 50/50 between Wi-Fi and 3G data. Although this could demonstrate a healthy market for data services, the demographic is fairly heavily weighted toward professionals, who in many cases have these services paid for by their employer. Question 3.9 shows that in reality, for Wi-Fi to continue to grow as a mainstream product, access must appear “free” to the user. This is also reflected in other industry data that shows overall direct Wi-Fi revenue dropping in the coming years.

4 Conclusion

The Devicescape Wi-Fi Report uncovered a few key points:

1. People want Wi-Fi, often in preference to 3G/cellular data;
2. Smartphone users want to roam between Wi-Fi and 3G networks;
3. They want seamless access to the Internet on their device; and
4. The smartphone, specifically the iPhone has changed the playing field for handset manufacturers and service providers around the world.

Devicescape, a leading provider of Easy Wi-Fi, works with OEMs and service providers across the globe. One of the company's key goals is to make Wi-Fi easy to access for the end user. OEMs such as RIM and Nokia, and service providers such as Deutsche Telekom, The Cloud and Trustive turned to Devicescape for its Easy Wi-Fi technology. By embedding its Devicescape Easy Wi-Fi into smartphones, PCs and other devices, users can easily, seamlessly and securely access Wi-Fi networks.