



JOIKUSPOT PREMIUM

Your Nokia as a WiFi HotSpot?
JoikuSpot turns your phone
into a 3G WiFi Router!



JoikuSpot turns a phone to a secured Mobile WiFi HotSpot



JoikuSpot Whitepaper

(C) Joikusoft Oy 2009

*"Internet should be easily and cost-efficiently accessible everywhere on this planet,
and Joikusoft aims to bring it with JoikuSpot Mobile WiFi HotSpot innovation"*



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WWW.JOIKU.COM



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into a 3G WiFi Router!



JoikuSpot

Share Your mobile phone's 3G internet connection securely over WiFi,
and surf the Web with your laptop, iPod, or Internet tablet



JoikuSpot turns a phone to **secured Mobile WiFi HotSpot**

With **JoikuSpot**, You can connect Your laptop to internet
over WiFi using Your mobile phone's 3G internet

JoikuSpot provides

- On-demand internet everywhere
- Internet use cost savings
- Easiest way to internet

JoikuSpot brings operators **3G data ARPU**, increases employee productivity and brings cost savings
and ease-of-internet-use to users

Get JoikuSpot Premium and Light at
www.joikushop.com and www.joiku.com



JoikuSpot

has won several Innovation Awards



Grand prize winner of
Navteq Global LBS Challenge

Winner of
Nokia Innovation Series

Most Innovative Symbian
Application of the year
(Symbian Star Award)

Winner of Finnish
Wireless Application Contest



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JoikuSpot Customer Survey

signals very high User Satisfaction

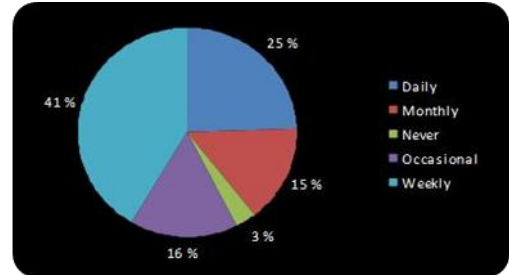
66% use JoikuSpot on a weekly basis

86% state JoikuSpot works well

88% have recommended JoikuSpot to a friend

80% state JoikuSpot works better than a USB Modem

30% have upgraded to flat rate mobile data subscription
with their 3G operator after starting to use JoikuSpot for their internet access



Joiku Brand

resonates well with Users



88% like the Joiku Brand

70% would openly state they love JoikuSpot

32% state they couldn't live without JoikuSpot



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JoikuSpot

contribution to Operator 3G Business



70 Million MegaBytes mobile data transferred via JoikuSpots in more than **250 operator 3G networks** globally (P8/2009)

Every week, **2 Million MegaBytes of mobile data** is consumed via JoikuSpot operator

Average JoikuSpot Premium user **Daily ARPU is 9.75 MegaBytes** of mobile data consumption

Average Premium user uses JoikuSpot **14 times a Month** and **66%** use JoikuSpot on a **weekly basis**

Average JoikuSpot internet session is **20 MegaBytes**



JoikuSpot Analyzer provides statistics of JoikuSpot Internet use i.e. **“JoikuSpotting”**.





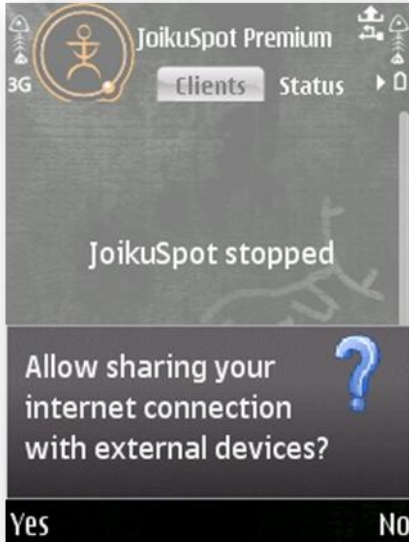
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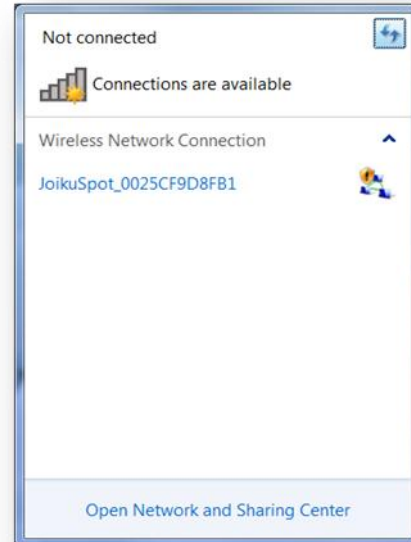


JoikuSpot

is easy and intuitive to use



"1-Click" in the mobile phone
to transform a phone into a
3G WiFi Router (=HotSpot)



"1-Click" in the Laptop to discover
and access **JoikuSpot internet**
and start "JoikuSpotting"

Free and Premium

Editions of JoikuSpot available



JoikuSpot Premium Edition comes with all internet protocols, support for email protocol, VPN, and possibility to encrypt and secure the connection. Premium has best performance, 3G auto-reconnect, adjustable settings and no forced landing page.

Get Premium at www.joikushop.com



FREE JoikuSpot Light Edition comes with HTTP(S) for basic internet surfing. Free has a pre-defined first landing page and no encryption, email or VPN capabilities.

Get Light at www.joiku.com

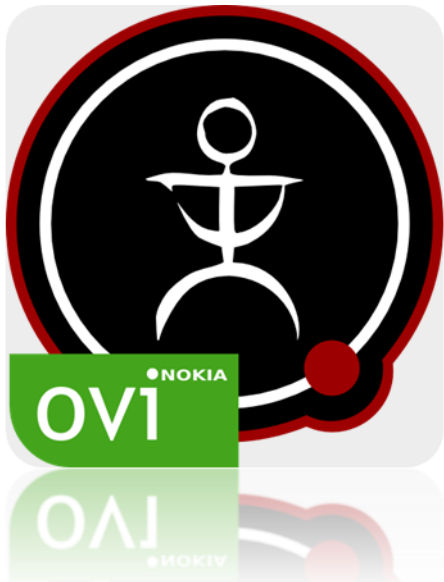


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JoikuSpot ships in volumes

Nokia is the leading Smartphone platform



Custom JoikuSpot "OVI Edition" ranks high in Nokia OVI



JoikuSpot ships embedded in Nokia flagship devices such as touch screen phone **Nokia N97** and **N97 Mini**

Seppo Oksa, Director of EMEA, Nokia, Press Release October 2008:

"JoikuSpot application is an innovative example of out-of-the-box thinking that introduces new use cases and demonstrates the full capabilities of the S60 platform."





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JoikuSpot

is customizable for Operators and Companies



Many Operators are already shipping JoikuSpot under their own Brand. JoikuSpot impacts directly to operator 3G data ARPU.

- 3 3Spot: www.three.com.au/3spot
- Etisalat Mobile WiFi HotSpot: www.etisalat.com.eg
- DNA JoikuSpot: www.joikushop.com/dna
- FON FonJoikuSpot: www.joikushop.com/fonspot
- MBD MoHotSpot: www.mospot.de

Edwina Elliott, Corporate and Business PR Manager, Vodafone Hutchinson:

"3 mobile's version of JoikuSpot, branded '3Spot' in Australia has been a unique, innovative addition to 3's suite of Mobile Broadband solutions and supports its strategic company goals around driving mobile data uptake and usage. 3 Australia ranges the 3Spot application alongside its Mobile Broadband USB modem products, and has found that with clear product positioning these two solutions are complementary. 3Spot provides customers with an easy-to-use Mobile Internet proposition, and 3 has received positive feedback from its customers in relation to the 3Spot user experience. 3 Australia recommends the Joikusoft team, who have kindly shared their knowledge of Wi-Fi technology, understood and delivered on 3's specific needs and overall have been a greatly responsive team to work with."

Noel Hamill, 3's Director, Sales&Marketing:

"We see secure Wi-Fi access that is easy to activate and can be shared across multiple users as the next development in the mobile broadband cycle. For those customers keen to experience its benefits, the 3Spot application will meet their needs, on their existing handset with their existing X-Series package."

Timo Varsila, Head of Product Department, DNA Finland:

"We want to offer our mobile customers an easy way to access mobile broadband where-ever they are, simply by using their mobile phone as internet access gateway. With JoikuSpot software, which connects most any device to internet using WLAN, this is possible. JoikuSpot internet connection can be shared with many users and JoikuSpot offers an easy, intuitive and affordable new way to access mobile internet. With our DNA Matkanetti mobile broadband data plan the users of JoikuSpot can enjoy connection speeds up to 2Mbit/s."

Alexander Puregger, Director of Business Development, FON:

"FON is very glad to work with Joikusoft as the company is proving to be an innovative contributor to the proliferation of Wi-Fi. And FON is all about WiFi everywhere!"





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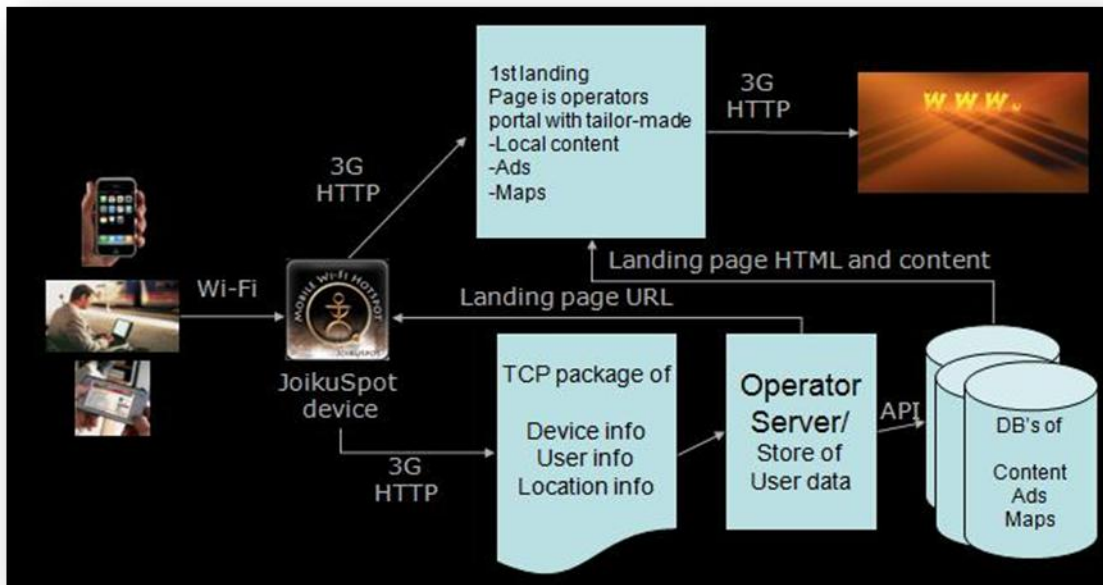
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JoikuSpot Architecture

is designed End-to-End

The End-to-End Joiku-Server architecture authenticates the solution use, measures and analyzes JoikuSpot internet use sessions, and enables direct product updates and upgrades.



Joiku-Server detects the user while JoikuSpotting, and provides value added services and messaging targeted at user, at the location of the user. GPS as an optional service.



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Get JoikuSpot Premium

at JoikuShop AppStore



Premium Edition at www.joikushop.com
with special discounts

More than **800**
innovative software titles
available in the **AppStore**

JoikuShop is a fully secured
E-shopping environment
using Joiku E-Commerce
Platform

Includes **support facility**
and **documents** for
JoikuSpot Premium

Subscribe for Joiku Updates

Recommended Product

★★★★★ 4.64 (11 votes)



JoikuSpot Premium

JoikuSpot turns your phone to a Wi-Fi HotSpot. Share your phones 3G internet connection over WLAN with laptops and iPods. Premium comes with VPN so you can access corporate intraweb and email.

[Read more](#) ~~25.00 €~~
15.00 € [Add to Cart](#)



Use discount code **"JOIKU"** to receive **25% off** from any software title you purchase at JoikuShop
(excluding already discounted offerings)



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Join Joiku Community

at Joiku.com



Joiku Community site at www.joiku.com

FREE JoikuSpot Light and JoikuBoost Beta downloadable

Discussion Boards and **Help** facility for JoikuSpot and JoikuBoost

Loads of **FREE** mobile additional software titles downloadable

Subscription for Joiku-Updates



Joikusoft Product Portfolio



JoikuSpot Light
www.joiku.com



JoikuSpot Premium
www.joikuspot.com



JoikuBoost
www.joikuboot.com



JoikuMetrix Solution
www.joikumetrix.com





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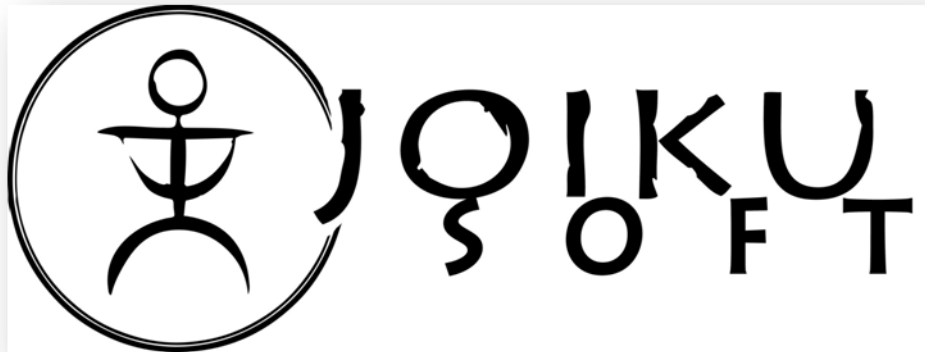
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Joikusoft

is worlds largest 3G WiFi Operator

*Joikusoft hosts worlds largest
and most active
Mobile WiFi Share Community*



Community sites at: www.joiku.com, www.joikushop.com

Company site at: www.joikusoft.com

Contact us at: [info\(at\)joikusoft.fi](mailto:info(at)joikusoft.fi)

Related reading:

JoikuSpot help facility: <http://www.joikushop.com/index.php?action=about>

JoikuMetrix Solution: www.joikumetrix.com

Joiku Fan Club at Facebook: <http://www.facebook.com/pages/Joikucm/6178302786>

JoikuSpot and JoikuBoost Discussion Forums: <http://www.joiku.com/index.php?action=user&mode=newMessages>

Joikusoft References: <http://www.joikusoft.com/?action=partners>

JoikuBoost Solution: www.joikuboost.com

Joikusoft Professional Customer Care: <http://www.joikushop.com/index.php?action=user&mode=support>



Joiku.com Community site
www.joiku.com



JoikuShop AppStore
www.joikushop.com



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