

Outdoor WiFi

**DELIVER WHAT COMPETITORS CAN'T,
AND MEMBERS WILL LOVE**

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Why Outdoor WiFi?

It Just Makes Sense for Rural Providers

Extending connectivity beyond the home delivers real value for members + creates new ways to stand out in competitive markets.

Outshine Competitors – Showcase innovation and community investment with next-generation connectivity.

Build Customer Loyalty – Strengthen satisfaction and retention by keeping subscribers connected everywhere they live and work.

Drive Growth – Support smart home adoption and additional coverage tiers that expand service opportunities.

Residential Benefits

- **Seamless Coverage** – Reliable WiFi in backyards, patios, garages, and pools.
- **Smart Home Ready** – Keeps outdoor cameras, lighting, and devices connected.
- **Family Freedom** – Stream, game, and video chat anywhere on the property.
- **Added Value** – Boosts property appeal with whole-home connectivity.



Business and Community Benefits

- **Better Customer Experience** – Guests stay connected in outdoor spaces.
- **Smarter Operations** – Supports POS systems, cameras, lights.
- **Competitive Edge** – Differentiate your business with always-on, reliable outdoor connectivity.
- **Community Impact** – Expands access across parks, campuses, and public areas.



Audience Question - #1



Who here has ever had a member ask about outdoor WiFi?

What concerns come to mind right away?

Use Cases to Think About

Residential	Business
<p>Coverage:</p> <ul style="list-style-type: none">- Backyard/pool area- Detached structures – shop, shed- Supports cameras, doorbells, lights, sprinkler systems, remote gate access with video streaming.	<p>Coverage:</p> <ul style="list-style-type: none">- Restaurant patios, cafe seating areas, food trucks- Scanners, ordering, point of sale devices for will call/delivery, and inventory- Wherever cameras are needed for security – not staffed 24/7, 365.- Amphitheaters, winery, venues, RV parks
Community Hot Spots	Education
<p>Coverage:</p> <ul style="list-style-type: none">- Parks- City centers- Town fairs/festivals	<p>Coverage:</p> <ul style="list-style-type: none">- Schools- Campuses- Sports fields- Remote learning hubs

Define the Offering – Internally and Externally

Have this Set Before Launch

- Is your Whole-Home (indoor) WiFi offering boxed in? This will help with align with outdoor WiFi addition.
- Standardize on number of APs for Outdoor WiFi footprint (additional APs at a cost of \$), as well as installation costs and T&M (depending on deployment complexity).
- Box in freestyling and help with ongoing support!

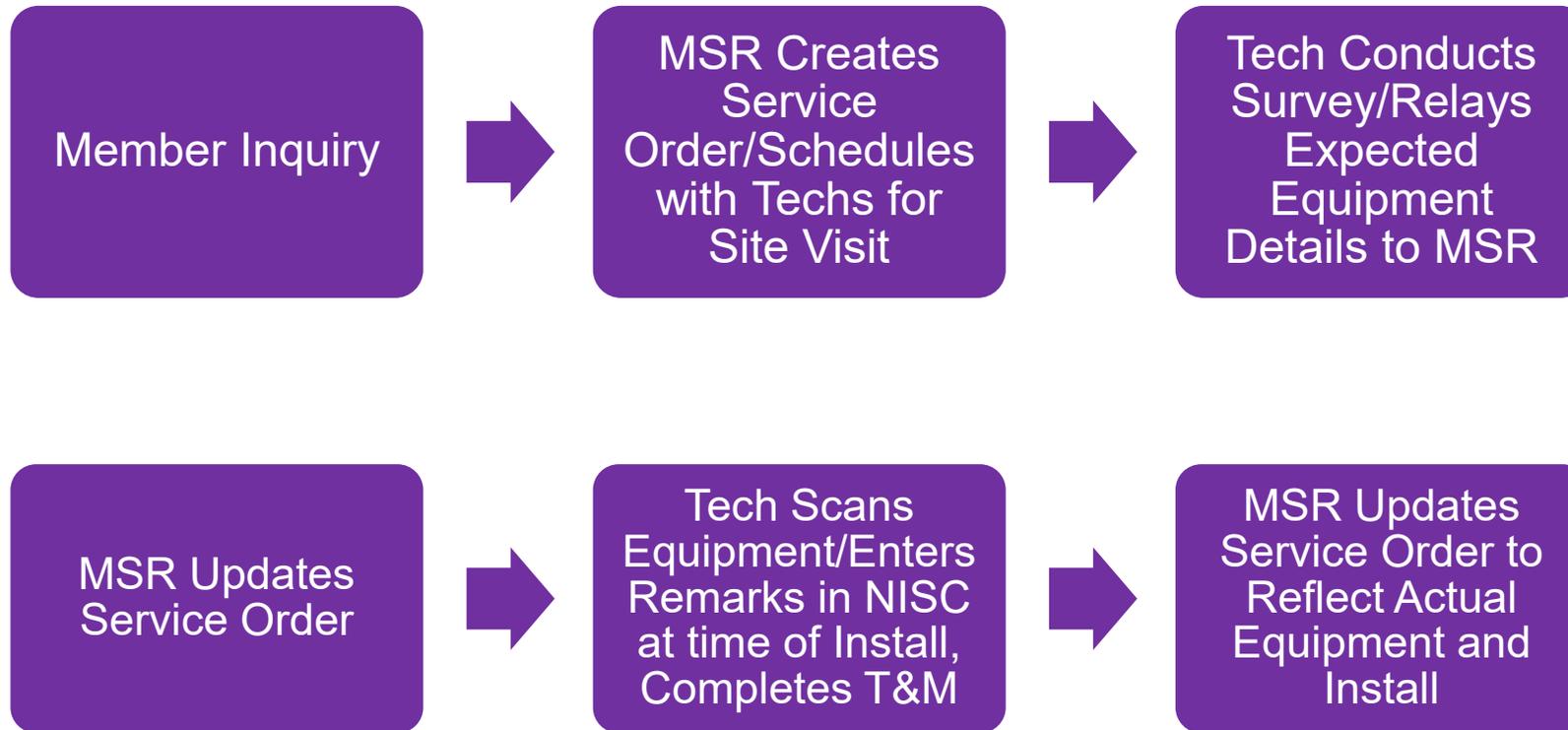
Educate Internal Teams

- **MSRs/Sales:** Scripts, positioning outdoor WiFi as a value-add
- **Technicians:** Install training, troubleshooting, escalation paths
- **Support Staff:** FAQs, tier-1 issue resolution, escalation checklists

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Internal Alignment

Define Deployment Standards/Service Order Implementation:



Pricing

Know Your Costs

- What's the average life span for the equipment you are deploying?
- What is the return on investment?
- Ensure Catalog#/Coding is Set Up in NISC/other systems and communicated to internal teams.

Outdoor WiFi Equipment	Stand Alone Price ea. for Member	Internet Tier Needed	Internal Equipment Cost	Catalog#
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Equipment - Calix

U4HM (GM1028H) - Standard

GigaSpire[®]
BLAST u4hm



P6HE (GPR2032H) – High Power

GigaPro[™]
p6he



P6DX (GPR2022H) – Long Range

GigaPro[™]
p6dx



Marketing - Product Launch

Get the Word Out!

- Create collateral (brochures, one-pagers, FAQs)
- Create web pages, emails, billboards, newsletters, social campaigns.
- Arm member services, sales teams, and techs with scripts, install checklists, troubleshooting workflow



CONNECT WHERE YOU WANT TO

Other providers quit at the back door. **OMNI Outdoor WiFi by DirectLink** powers past it — bringing a strong, secure signal to your porch, patio, firepit, or wherever you like to lounge.



Built for the Outdoors, and Only from Us

Whatever the forecast, our outdoor WiFi keeps you connected. We're the only local provider that offers a system built for real outdoor living.



Strong, Seamless, Secure

Purchased standard gear can't compete. Our outdoor-ready tech goes farther, stays stronger, and keeps your connection protected.



Outdoor WiFi Made Easy

Forget the DIY frustration. We handle everything — from professional installation to friendly, knowledgeable support. WiFi that just works.



Smart Coverage = Smart Home

From cameras and smart locks to outdoor lights and speakers, OMNI Outdoor WiFi makes sure every connected device stays online and ready when you need it.

omni by DirectLink



WE WIFI WHERE THEY DON'T

While other providers stop at the patio door, **OMNI Outdoor WiFi** provides strong, reliable coverage so you can stream, scroll, play music, or take a video call from the pool, hammock, or any corner of your backyard.



Built for the Outdoors, and Only from Us

We're the only provider around delivering a purpose-built outdoor WiFi system — rain or shine.



Strong, Seamless, Secure

More reliable than consumer versions, our network-grade gear delivers wider coverage and built-in protection.



Outdoor WiFi Made Easy

Wrestling with routers isn't your idea of fun? Let us handle it for you with professional installation and friendly support. WiFi that works — right out of the gate.



Smart Coverage = Smart Home

From cameras to doorbells to backyard lights, OMNI Outdoor WiFi extends your network's reach, so every device stays online and on point.

FRESH AIR AND FAST INTERNET

Your backyard's calling. Now your WiFi actually listens. Contact us to learn more.

GET OUTDOOR WiFi

Sales/Marketing Positioning

- **We WiFi where others don't** – only provider with Outdoor WiFi (Comcast/Astound/others do not have).
- **We have fiber connections** – dedicated to the premise (home or business).
- **Cutting edge equipment and software** - secure connection, simple, easy to use tools to manage experience.
- **Signal strength** – longer/stronger vs. consumer grade.
- **Why DIY** - when you can get worry and hassle free installation and support?
- **Focused on lifestyle benefits** - convenience.
- **Seamless coverage** across patios, decks, yards, garages, and workshops.
- **Stay connected – everywhere.**
- **Boost work-from-home flexibility.**
- **Smart home integration** (cameras, doorbells, lighting, etc.)
- **Supports business operations** – POS systems, inventory management, etc.
- **Guests expect seamless connectivity** for social sharing, streaming, mobile ordering, payments.

Real Life Deployment Examples

Oktoberfest Festival

Expanding reliable coverage for high-traffic outdoor events:

- Needed Outdoor WiFi for beer gardens, food vendors, and RV parking sales
- Previous attempts failed due to poor cell coverage and massive crowds
- After outdoor units were installed, connectivity issues were eliminated
- Event operations improved and relationship continues to expand annually



Real Life Deployment Examples

Storage Unit Complex

Improving security with consistent WiFi connectivity:

- Security cameras had weak signals due to metal and brick structures
- Dead zones led to break-ins and vandalism on the property
- A single outdoor unit provided full coverage to all cameras
- No break-ins reported since installation



Real Life Deployment Examples

Christmas Tree Farm/Distributor

Boosting operational efficiency in remote loading areas:

- Large trucks and distance from main building blocked signal access
- Staff couldn't process orders or track deliveries from tablets
- Outdoor WiFi enabled real-time processing during peak season
- Streamlined logistics and enabled faster customer turnaround



Audience Question - #2



What would be the biggest barrier to launching outdoor WiFi for your members?

Summing it Up

- **Outdoor WiFi** = innovative technology + member/community benefits
- **With training**, collateral, and process, rural ISPs can deliver confidently
- **Next Step:** If you haven't already, identify one pilot opportunity

Questions?

Thank you!