

Dynasoft Cybercafe SurfShop Free – The world’s first Cybercafe Adware

A new advertising medium for businesses - Executive summary

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1. Summary

It’s not everyday that a new advertising platform is born. **Dynasoft** is pleased to announce the launch of a cutting-edge, innovative and truly global advertising medium: **Dynasoft Cybercafe SurfShop Free**. This product is a programme made available by us free on the Internet and is part of a suite of software programmes specifically aimed at computer game centres, cybercafes, and any location where public access is given to the Internet.

Cybercafes are part of a growing sector worldwide and are fast becoming the most popular location where people congregate to socialise, check their email, surf the net, or play computer games in an amenable environment. Outside Europe and North America, cybercafes are often the only place where people can access computer-related technology: email, use of office-type programmes, scan or print photos, photocopy documents, etc..., making them ideal for advertising such technology-related products and services for example.

Dynasoft Cybercafe SurfShop Free is a free Cybercafe/game centre programme that consists of two parts. One part, the server, runs centrally with the centre’s main operator, and the other part, the client programme, is installed on all the other pc’s in a main room (or rooms) where the public can access them. Various types of programmes are then offered for access to these users: Internet, games, office-type programmes, peer-to-peer programmes (Kazaa), etc... The operator then levies time-based charges for the users’ sessions on the pc’s.

The high turnover of people coming and going in these centres make them ideal to exploit as a new target market that up-to-now has not been explored to any depth. Here, what is offered is targeted advertising to the general public through computers installed in public-access locations (cybercafes,...). These types of Internet users are suited to advertising as they usually are within the kind of age and social groups advertisers are keen to target in other environments or through other traditional media (television, street poster ads,...).

Dynasoft seeks to fill this gap with **Dynasoft Cybercafe SurfShop Free** and offers to advertisers a new and exiting opportunity that exploits this growing sector to the full. Our programme targets Internet users with advertising delivered right to the user’s pc in hundreds of existing sites around the world where our programme is already installed.

More generally, **Dynasoft** offers two versions of its cybercafe product:

- **Dynasoft Cybercafe SurfShop Free**, where revenues are not obtained from the sale of licensed copies of the programme, but from revenues brought in by advertising. Ads are pushed to four different spaces on the programme that are exposed to the end-user:
 - The screensaver of all pc’s in the centre when these are idle (screensavers are disabled by Cybercafe SurfShop to ensure they never go to the sleep mode);
 - Internet Explorer’s home page;
 - A banner at the top of the screen of the user’s pc when he/she is using it, and
 - Another banner running on the server programme’s interface.
- The Pro version, **Dynasoft Cybercafe SurfShop Pro**, is sold for a fee and is aimed more at the professional cyber or game centre. It offers powerful features such as the management of game consoles, the dynamic handling of software licences, etc...

Dynasoft Cybercafe SurfShop is one of the world’s most popular cybercafe/game centre management software. Along with its high-end version (the Pro version), **Cybercafe SurfShop Free** has been downloaded thousands of times by Internet users throughout the world. It is currently showcased on over 400 search engines and shareware sites on the Internet.

More information about **Dynasoft Cybercafe SurfShop** from our Website: <http://ww.dynasoft.net/surfshop>

A good source for more technical details about the product is the programme’s manual: http://www.dynasoft.net/cgi-bin/downloads_redirect.asp?FileName=SurfShop_Manuals.

2. Advertising Model Offered

Widen the types of media you currently use for advertising thanks to **Dynasoft Cybercafe SurfShop Free**. We offer advertisers a unique and innovative advertising medium we are the first to offer worldwide.

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Through the various screens our game centre and cybercafe programme includes, we offer a high-exposure platform currently made available to thousands of PC and Internet users, in hundreds of existing sites worldwide. The potential number of PC and Internet users likely to see these ads is big, as people come and go in these centres and interact with the PC's that run the programme.

Dynasoft Cybercafe SurfShop Free is a truly global solution that delivers ads targeted to each country where the programme is installed. It offers a full set of statistics to advertisers; such as the number of times ads have been running in each site or country, and the number of sites or country that show the ads. This information will shortly be offered via our website where it will be made available to advertisers in real time.

Dynasoft Cybercafe SurfShop Free offers a fast and easy way for advertisers of all sizes to display relevant, unobtrusive ads on the users' pc's and help widen, in an affordable manner, the audience for their products and services to the entire world or specific countries.

Ads are downloaded automatically by the end pc's, and are placed locally in a sequence of files that are played by each pc in a loop. **Dynasoft Cybercafe SurfShop Free** supports most types of multimedia file formats popular nowadays:

avi, mpg, mpeg, wma, wmv, asf, ra, rm, rma, mp4, swf, dir, fla, pdf, swf, dir, and all image file types compatible with Internet Explorer: "jpeg", "gif",...

Figures 1 and 2 show where these ads are displayed in a typical cybercafe configuration.



Figure 1. Advertising spaces offered by **Dynasoft Cybercafe SurfShop Free** on the client pc's

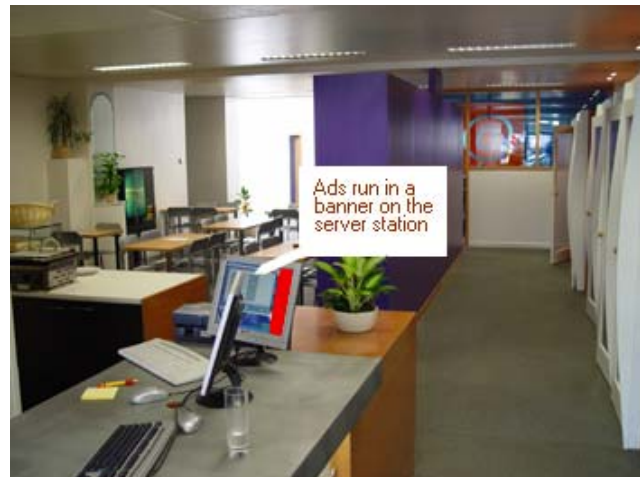


Figure 2. Advertising space offered by **Dynasoft Cybercafe SurfShop Free** on the server pc

3. Exposure Offered Based on Current Data

The data provided below gives an idea of the exposure that can be expected based on the number of sites that currently host **Dynasoft Cybercafe SurfShop Free**:

- Notes:
- Figures are given for the period 01/04/06 to 31/08/06 and for all installed sites;
 - See heading 4 for a description of the geographical zones used;
 - Default Zone covers IP addresses of centres that do not have a country associated with them as per GeoIp's nomenclature of countries and IP addresses - <http://www.maxmind.com>).

A. Countries

Total number of countries where the programme is running (excluding countries that fall in the default category which increase the overall number):

1. Overall number: 91
2. Total number for Zone 1: 33
3. Total number for Zone 2: 42
4. Total number for Zone 3: 13
5. Total number for Default Zone: 3

B. Programme downloads

Total number of sites running the programme:

1. Overall number: 1002
2. Total number for Zone 1: 403
3. Total number for Zone 2: 465
4. Total number for Zone 3: 70
5. Total number for Default Zone: 64

Total number of client pc's running the programme:

1. Overall number: 3038
2. Total number for Zone 1: 1014
3. Total number for Zone 2: 1611
4. Total number for Zone 3: 226

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5. Total number for Default Zone: 187

C. Client Screensaver

Total number of times the client screensaver ran for:

1. Overall number: 54492
2. Total number for Zone 1: 23928
3. Total number for Zone 2: 22478
4. Total number for Zone 3: 2763
5. Total number for Default Zone: 5323

Number of days, hours and minutes the client screensaver ran for:

1. Overall time: 2448 days, 2 hours, 45 minutes
2. Total time for Zone 1: 1156 days, 14 hours, 2 minute
3. Total time for Zone 2: 920 days, 12 hours, 7 minutes
4. Total time for Zone 3: 166 days, 18 hours, 31 minutes
5. Total time for Default Zone: 202 days, 6 hours, 5 minutes

D. Client Home Page

Total number of times the client home page ran for:

1. Overall number: 50542
2. Total number for Zone 1: 22580
3. Total number for Zone 2: 20489
4. Total number for Zone 3: 2582
5. Total number for Default Zone: 4891

E. Client Banner

Total number of times the client banner ran for:

1. Overall number: 59234
2. Total number for Zone 1: 24578
3. Total number for Zone 2: 25737
4. Total number for Zone 3: 3938
5. Total number for Default Zone: 4981

Number of days, hours and minutes the client banner ran for:

1. Overall time: 1786 days, 1 hour, 23 minutes
2. Total time for Zone 1: 550 days, 4 hours, 50 minutes
3. Total time for Zone 2: 924 days, 10 hours, 47 minutes
4. Total time for Zone 3: 98 days, 11 hours, 37 minutes
5. Total time for Default Zone: 210 days, 22 hours, 6 minutes

F. Server Banner

Total number of times the server banner ran for:

1. Overall number: 2264
2. Total number for Zone 1: 865
3. Total number for Zone 2: 1037
4. Total number for Zone 3: 220
5. Total number for Default Zone: 142

Number of days, hours and minutes the server banner ran for:

1. Overall time: 1208 days, 3 hours, 59 minutes
2. Total time for Zone 1: 632 days, 7 hours, 15 minutes
3. Total time for Zone 2: 370 days, 10 hours, 25 minutes
4. Total time for Zone 3: 112 days, 12 hours, 5 minutes
5. Total time for Default Zone: 90 days, 20 hours, 0 minute

4. Short list of sites using Dynasoft Cybercafe SurfShop Free

In Belgium:

Multimedia 100,
Altitude 100,
1190 Brussels
Belgium
Tel.: + 32 23439907
GSM: + 32 478721752

Future Net SPRL,
Fr. Van Eedenplein 6/26
2050 Antwerp
Tel.: + 32 37727675
GSM: + 32 486486021

In the UK:

Phone Base Telecom
31 Station Road
HA8 7HX
Edgware
Tel.: + 44 7940302088

Nish Electronics

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DG9 7LQ
Stranraer
Tel.: + 44 1776889985

CPU-Tradeshop.com
35 Yorkshire Street
LA3 1QE
Morecambe
Tel.: + 44 1524417818

Cyberquest
Victoria Viaduct, Paton House
CA3 8AN
Carlisle
Tel.: + 44 1228511155

Techism
32 Union Court, Sheen Road
Richmond
TW9 1AA
Tel.: + 44 2089488684

5. Dynasoft Cybercafe SurfShop Free In Action

To see Dynasoft Cybercafe SurfShop Free in action in a typical cybercafe, please download the following video and picture files:
<http://www.dynasoft.net/downloads/SSFreetLive.zip>. In these files, we include images of the server and client pc's as they would show the ads and even as the client pc's move from the standard **Dynasoft** screensaver page to the first ad in a sequence of ads. Files included in these images are: jpeg, Macromedia Flash, AVI and MPEG files.

6. Additional Services

We also offer video development, editing and graphics design services for the creation of all your advertising materials. This includes the following:

- Macromedia Flash and Shockwave design
- Video creation and editing
- Static image design

7. Dynasoft – Presentation

Dynasoft Ltd is a UK-based ICT service provider, specialising in architecting solutions aimed at empowering small and medium sized businesses with innovative computer products and services. Our philosophy is to be close to the end-client and offer solutions that truly translate into added value for Small and Medium-sized Business's. We seek to develop offerings that do away with superfluous features, which only increase costs artificially and needlessly. This is the business proposition our name stands for.

The services we offer are:

- **Offshore E-Commerce:** Bolster your Internet presence with a more tax efficient structure thanks to our unique offshore strategy. We offer:
 - Several hosting options: co-location and shared hosting on Windows 2000/.Net and Unix;
 - Bespoke development: shopping trolley, SSL, multi-currency, database integration, and Web design;
 - Legal consultancy advice through two Jersey-based partner companies.
 - For more information, go to www.dynasoft.net/offshore/
- **SMB Connect:**
 - Telecoms and Internet-based software solutions for individuals, companies, cyber cafés and call shops: SurfShop, the complete Internet access control solution for Cyber Cafés, and TeleFactura, call and Access billing solution for telecom resellers.
 - For more information, go to www.dynasoft.net/smbconnect/
- **Telecom Services:** Worldwide Voice over IP access.
 - For more information, go to www.dynasoft.net/telecom/

8. Contact Details

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