



## the R66T journey

Consumers have an insatiable “appetite” for mobile connectivity, with over 80% indicating that they would rather go without food than be disconnected from their networks while outside of their home. Wi-Fi is the preferred means of connecting to the Internet, whether at home or on-the-move. The journey began in 1979, when the Federal Communications Commission (FCC) initiated a market assessment project that led to a landmark decision in 1985 to open up three radio frequencies (formerly designated for industrial, scientific, and radio system use) for spread-spectrum techniques. The global success of the resulting wireless (Wi-Fi) local area networks, has been nothing short of remarkable.

When distinguishing the diffusion of Wi-Fi technology related to the adoption since the formal approval of the IEEE 802.11 standard; such that (a) introduction: including invention, innovation, and trial for early adopters, is followed by; (b) expansion to mass market; (c) product/process maturity; and (d) eventual stagnation and decline, along with other major industry providers, R66T’s analysis is that Wi-Fi is entering the third stage of market development - maturity. The good news is that regardless of how the technology evolves, consumer wireless will always be one-step faster, and therefore more appealing, than carrier-based mobile technologies.





### **R66T Digital Media (pronounced “Root 66”)**

We are one of the nations leading publisher of targeted content, information and advertising to private Wi-Fi and High-Speed Internet Access (HSIA) networks, conducting tens of millions of individual user sessions — approaching one-billion user-minutes per month. Our team of world-class engineers, developers, designers, and business strategists have built the most advanced HSIA and WiFi gateway devices available today; the UX1 Enterprise Servers, UX1 Content Controllers, UX1 Hotspots, and UX1 Cloud Servers. These R66T patent pending technologies transition platforms from slow overburdened connection points, into expandable, reliable, secure, geographically-targeted ecosystems, which operate at speeds 3-10x faster than 4G.

The company was formed in 1991 as OnSite Media, purchased by Mick Hall in 2007 and rebranded R66T Digital Media in 2011. Each month a growing number of consumers in public spaces such as Airports, Hotels, Sports Arenas, Office Buildings, Coffee Shops, Restaurants, and Shopping Malls, depend on R66T Digital Media to provide a Fast, Reliable, wireless connection. Hyper local information about “local-favorites” such as dining, shopping, and events; as well as directions to the nearest barista, day spa, and buying theme park tickets satisfy the users appetite for relevant content.

### **Route 66 and R66T**

Route 66 is an important icon in American culture which has come to represent the rebirth and the empowerment of our great nation, and the freedom to travel uninhibited. It is said that, “Route 66 is a near-perfect microcosm for the culture of America, which was linked to the automobile, to freedom and to ultimate empowerment.” In today’s stressful economic and social environment, we find ourselves yearning for a simpler time, a time of perceptual social stability, which is fueling many predictable social trends such as the rapid consumer adoption of mobility technologies and devices, and gravitating to authentic-local experiences.





Today we are witnessing another turning point, the birth of the digital-lifestyle. Although the desire to stay connected to the things and people that matter is not new, access to mobile networks has become so critical to our daily lives that many consumers feel entitled to fast reliable connectivity, anywhere and everywhere. In hotels, “free Wi-Fi” is now more important to travelers than food or parking. With bandwidth demands continuing to rise due to increasing use of video streaming, online games, and cloud based enterprise applications, today’s needs aren’t being met. As an example, based on a recent Cisco research study, 80% of U.S. hotels provide less than six megabytes of bandwidth for the entire hotel, that’s about the same as the average home.

