

# → Kineto Wireless Backgrounder

## **Smart Wi-Fi Solution for Mobile Offload, Coverage and Roaming**

Kineto Wireless is committed to enabling mobile operators to fully embrace the cost, performance and global coverage advantages of Wi-Fi.

Kineto's Smart Wi-Fi solution is ideal for mobile operators intrigued by the coverage and offload benefits of femtocells (or small cells), but concerned over the technical, economic, and operational challenges of their deployment.

By deploying Kineto's 3GPP standard-compliant Smart Wi-Fi solution, mobile operators can turn all existing Wi-Fi access points into seamless extensions of their network. With Smart Wi-Fi, an operator's subscribers receive all standard mobile services (voice, SMS, MMS, RCS-e, TV, Web,...) over Wi-Fi whenever their smartphone is connected to a Wi-Fi network at home, an office, or a hotspot globally.

Smart Wi-Fi, in effect, turns all existing Wi-Fi access points into the equivalent of UMTS/HSPA+/LTE femtocells. To a mobile operator's core network, Kineto's Smart Wi-Fi solution makes any Wi-Fi access point appear as just another base station in their radio access network.

As a result, mobile operators can significantly increase data offload and lower subscriber churn through improved indoor coverage, as well as offer low-cost international roaming services due to the global nature of Wi-Fi.

## **Solutions for Enabling Smart Wi-Fi**

Kineto Wireless is uniquely suited to helping mobile operators benefit from the global deployment of Wi-Fi. Kineto provides 3GPP-compliant Smart Wi-Fi products at both the infrastructure and handset ends of the system, enabling a thorough understanding of the overall solution.

**Smart Wi-Fi Application for Smartphones.** Kineto's Smart Wi-Fi Application enables smartphone users to access all their standard mobile services over Wi-Fi, providing a transparent service experience for the user. Kineto has worked with all major handset vendors (including HTC, Huawei, LG, Motorola, Nokia, RIM, Samsung and ZTE) to make its Smart Wi-Fi Application available for a wide range of smartphones.

**Smart Wi-Fi Gateway.** Deployed by mobile operators in their network, the Kineto Smart Wi-Fi Gateway seamlessly integrates all mobile traffic from Smart Wi-Fi-enabled handsets back into the operator's existing core network systems. Highly scalable and fault-tolerant, the Smart Wi-Fi Gateway is commercially deployed in mobile operator networks globally and supports millions of subscribers today.

For mobile operators looking to deploy a Smart Wi-Fi service with minimal capital and operational expense, Kineto offers its Smart Wi-Fi Gateway as a hosted service. Located in hosting sites around the world, this service enables operators to rapidly deploy and scale Smart Wi-Fi services based on proven, industry-leading products.





## Kineto: A Technology Pioneer

Kineto Wireless is a key innovator behind the leading 3GPP standards for extending mobile services over broadband networks, including the 3GPP GAN (Wi-Fi) and HNB (femtocell) specifications. The 3GPP GAN standard forms the foundation for Kineto's Smart Wi-Fi products and services.

### Management Team

- **Jeff Brown** – President and CEO
- **Martin Hernandez** – Chief Financial Officer
- **Ken Kolderup** – Chief Marketing Officer
- **Patrick Tao** – CTO and Vice President, Engineering
- **Mark Powell** – Co-Founder; Vice President, Devices
- **Rick Applegate** – Vice President, Global Sales
- **Mike Cooney** – Vice President, Services and Operations
- **Gary Sarson** – Vice President, Business Development
- **Steve Shaw** – Vice President, Corporate Marketing

### Board of Directors

- **Bo Hedfors** – Chairman, Kineto Wireless; Principle, Hedfone Consulting
- **Rick Gilbert** – Vice Chairman, Kineto Wireless; President and CEO, Westell
- **Jeff Brown** – President and CEO, Kineto Wireless
- **Jahangir Mohammad** – Co-Founder, Kineto Wireless
- **Tench Coxe** – Managing Director, Sutter Hill Ventures
- **Steve Goldberg** – General Partner, Venrock Associates
- **Thomas Huseby** – Managing Partner, SeaPoint Ventures

### Advisor

- **Kurt Hellstrom** – Retired, President and CEO, Ericsson

### Funding

Kineto is a privately held company backed by leading venture capitalist firms, including Oak Investment Partners, Sutter Hill Ventures, and Venrock Associates. Kineto has several strategic investors, including InterDigital Corp., Motorola, NEC and T-Ventures.

### Headquarters

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### Connect

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-  **YouTube:** [www.youtube.com/kinetowireless](http://www.youtube.com/kinetowireless)
-  **Smart Wi-Fi Website:** [www.smart-wi-fi.com](http://www.smart-wi-fi.com)
-  **Wi-Fi Calling Website:** [www.wificalling.net](http://www.wificalling.net)