ANTAMEDIA

COMPANY PROFILE

Company Name: Antamedia

Founded: 2001

Headquarters: Belgrade, Serbia

Industry: Software Development

Website: www.antamedia.com

Employees: 9

CEO: Vladan Antanasijevic

CSO: Nenad Antanasijevic

CTO: Ivan Marinkovic

Overview: Antamedia is a software development company specializing in creating high-performance software solutions for businesses across various industries. With over two decades of experience, Antamedia has established itself as a trusted provider of software.

Mission: To empower businesses with innovative software solutions that streamline operations, enhance security, and improve customer satisfaction.

Vision: To be a global leader in network management software, continuously innovating to meet the evolving needs of businesses worldwide.

COMPANY PROFILE

Antamedia delivers specialized business software to companies, global corporations, and governments worldwide. Initially focused on helping sole proprietors achieve their goals, Antamedia has maintained a personalized approach to customer care, treating all clients with equal dedication, regardless of size.

Whether serving a large hotel chain, a medium-sized enterprise, or a startup, Antamedia’s software is tailored to meet unique business needs. Software solutions offer standalone functionality and centralized control, ensuring scalability for global growth. User-friendly interfaces minimize the need for extensive training, reduce upgrade hassles, and eliminate compatibility issues.

Antamedia remains at the forefront of technological innovation, reinvesting a significant portion of profits into research and development. Exceptional technical support, available through email, live chat, and a comprehensive knowledge base, underscores Antamedia's commitment to its clients.

With vast experience and a proven ability to adapt to evolving technologies and customer demands, Antamedia has earned a reputation as a reliable provider of specialized business software. Whether for individual entrepreneurs or multinational corporations, Antamedia offers the expertise and solutions to help businesses achieve their goals.

COMPANY PROFILE

Industries Served:

- **Hospitality:** Hotels, Resorts
- **Retail:** Shopping Malls, Stores
- **Education:** Schools, Universities, Campuses
- **Healthcare:** Hospitals, Clinics
- **Entertainment:** Internet Cafes, Gaming Centers
- **Transportation:** Airports, Train Stations, Buses
- **Corporate:** Offices
- **Telcos:** ISP/WISP Providers
- **Food & Beverage**: Restaurants, Cafes
- **Residential:** Apartments, Complexes
- **Mobile Locations**: Event Sites, Remote Installs
- **Maritime:** Yachts, Ports, Maritime Networks
- **Smart City Networks**: Urban and Public Wi-Fi

Core Values:

- **Innovation:** Pioneering cutting-edge solutions to address modern business challenges.
- **Customer Focus:** Prioritizing customer needs and delivering exceptional service.
- **Reliability:** Providing robust and dependable software that businesses can trust.
- **Security:** Ensuring the highest standards of security in all our software solutions.
- **Integrity:** Upholding ethical practices and transparency in all business dealings.

CUSTOMERS

Recent Customers:

GLC Telco - Phillipines
MSTelcom - Angola
Skywire - South Africa
Samsung - Saudi Arabia
Tshwane City - South Africa
WFP - World Food Programme
Digicel - Pacific
Niger Telecoms - Nigeria
Telma Group - Madagaskar
Afrinet - Mali
Wifi AB - Sweden
Fast Wave Networks - USA
CSS - Mauricius
Shoalhaven City Council - Australia
Ericsson

PRODUCTS

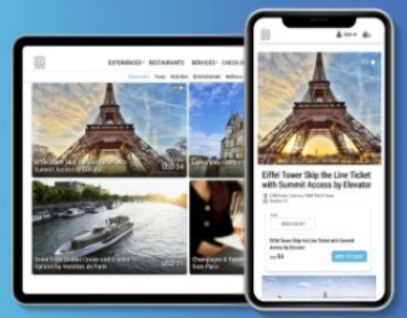
ENTERPRISE WIFI SYSTEM

Leading on-premise solution to **manage and monetize WiFi access**

CLOUD WIFI

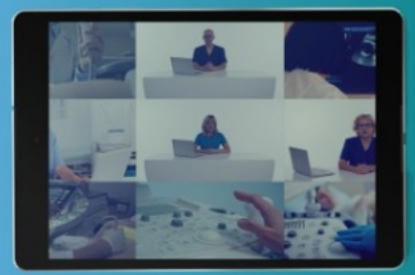
Intelligent Cloud WiFi management solution for absolute guest satisfaction

DIGITAL GUIDE



Empower visitors and guests to **book experiences, make reservations,** and **shop in a web store**

Ultrasound Expert



Learn ultrasound skills through video-based courses, assessments, and certification

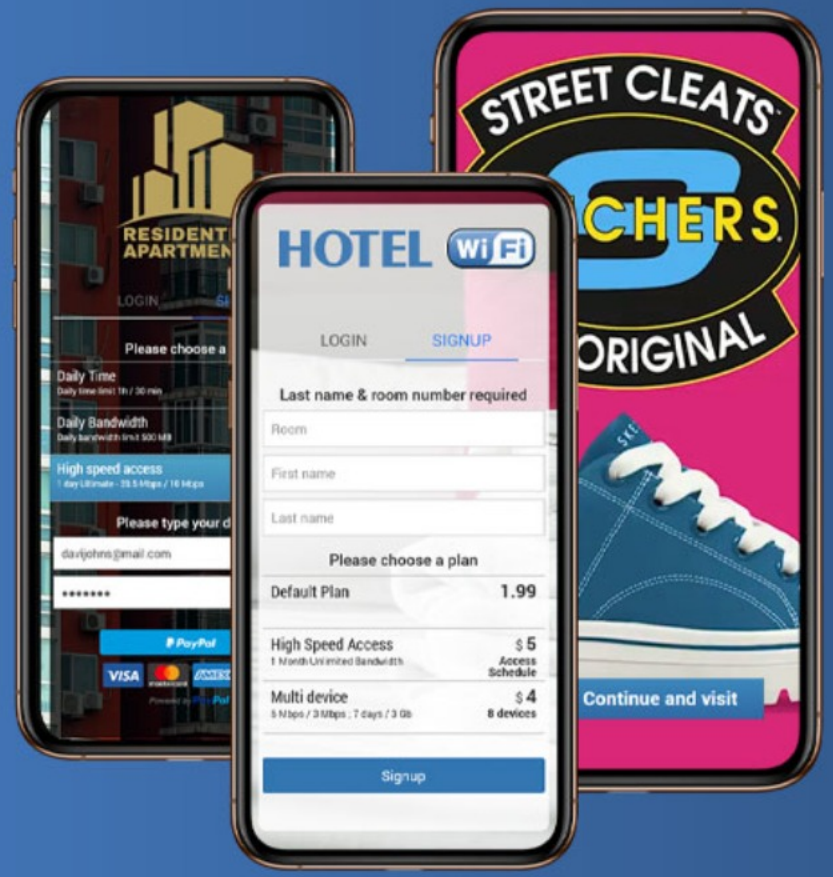
HOTSPOT SOFTWARE (PC)

Manage your WiFi Hotspot with high-performance Windows PC based software

INTERNET CAFE SOFTWARE

Controls and secures your Internet cafe, gaming center and public computers

ENTERPRISE WIFI SYSTEM



Intelligent WiFi system for **Internet control, video/email/sms marketing, user management, customer surveys, billing** and **social WiFi**. It runs in a Cloud or on-premise Server without appliances.
Multi-tenant, multi-vendor WiFi support, and fully branded on your domain.
Developed by industry professionals since 2006!

KEY ADVANTAGES

- MULTI-TENANT PLATFORM
- UNLIMITED WIFI LOCATIONS
- ON-PREMISE OR CLOUD
- NO APPLIANCES, NO HIGH MAINTENANCE COSTS
- SUBSCRIPTION OR ONE TIME PAYMENT
- SCALABLE FROM 1 AP TO METRO NETWORKS
- DEVELOPED SINCE 2006
- RELIABLE. HIGH AVAILABILITY >99.95%

MULTI VENDOR SUPPORT

ON-PREMISE

Enterprise WiFi System is a platform that can be deployed on your server or Virtual Machines.

System includes **Captive portal, AAA Radius, database, Network Controller and HotspotOS.**

System will be deployed on servers hosted and managed in your company, or in a cloud environment dedicated exclusively to your business

WHO IS IT FOR?

- **ISP / TELECOM / BUSINESSES**
- **RESELLERS / SYSTEM INTEGRATORS**
- **HOTELS / CHAINS HSIA**
- **ADVERTISEMENT AGENCIES**

- Complete platform on your server/VM
- Suitable for medium/large networks
- Whitelabel on your domain
- One-time payment or Subscription
- Maintenance and new features included
- Easily scalable to any network size
- Optional Branded HotspotOS
- High availability & Low latency

CLOUD WIFI

Build your WiFi service and scale as you grow using our **Cloud WiFi** platform.

Create **Free or paid WiFi with vouchers, social, OTP, card payments, PMS, video ads**.
Includes **splash page branding, user Internet plans, surveys, automation, API, analytics, HotspotOS**.

WHO IS IT FOR?

- **RETAIL, RESTAURANTS, CAFES**
- **SMALL HOTELS / HOSTELS / MOTELS**
- **ISP STARTUPS / AIRPORTS**
- **BUS, TRAIN, MARITIME**

- Cloud platform managed by us
- Suitable for small WiFi networks
- Billing per AP/router
- No initial server hardware cost
- Subscription based (monthly/yearly)
- Controls any connected AP or router
- Centralized management and updates
- High System availability >99.95%

INTERNET CONTROL

The control of bandwidth, time, data transfer, and a number of devices that a guest can connect to WiFi network with an optional automated login.

WiFi LOCATIONS

WiFi access points may have different login methods in different locations. Choose between free access, billing, data collecting, video commercials...

EMAIL CAMPAIGNS

Send promo email marketing campaigns automatically when a guest connects or leaves the premise, to improve guest satisfaction and increase revenue

PMS INTEGRATION

The integration with the Hotel PMS system enables your guest to connect to WiFi with a room number and a name, and to add charges to the room

VIDEO ADS

The system can deliver video ads before a guest connects to WiFi, targeted by age and gender. Each campaign includes the click-through rates stats, with a PDF report available

SOCIAL WiFi

Your guest login via social network account is a quick and simple way to collect emails and your guests and visitors names, and therefore to use those data for purposes of marketing campaigns

SURVEYS

Surveys are a powerful tool to gather opinions and comments of your guests, which can consequently be used for marketing purposes and the improvement of the quality of your services

STATISTICS

Ranging from basic data to advanced analytics, the system offers you both reports and a complete insight into how WiFi network functions and the behaviour of your guests on the Internet

HOTSPOT OS

Manage your network, check AP status, the number of connected users, bandwidth usage, update or restart AP, check memory and CPU usage

WiFi ROAMING

WiFi clients will get continuous service when moving between the WiFi locations and they will get the Splash page only on the first authentication

INSTANT NOTIFICATION

Use your Splash as a message board display Covid-19 notifications or relevant visitor information and terms of use

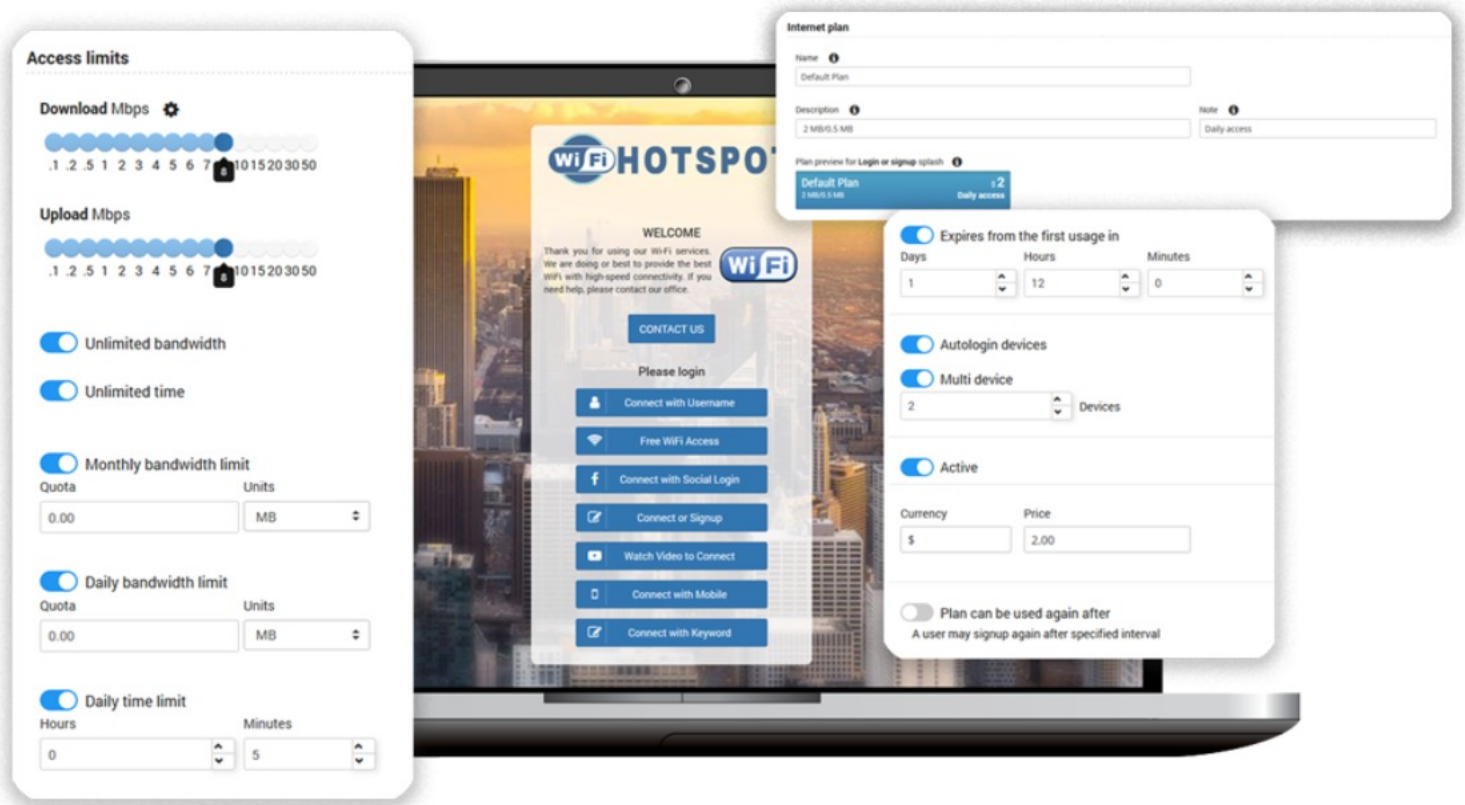
WiFi MARKETING

Run different campaigns by gender or age, by location, and force users to view ads before getting the WiFi access

BANDWIDTH CONTROL

The system accurately manages the speed of Internet access, data transfer, and the maximum number of devices a guest can connect to the WiFi network.

This ensures a fair distribution of bandwidth and prevents excessive use of streaming services such as YouTube, ensuring an optimal WiFi experience for all customers.



SPLASH PAGES

The Splash page serves as the initial interface users encounter upon connecting to your WiFi network, making it essential for it to be visually appealing and reflective of your brand.

You can configure multiple login methods per page. For example,

- Login with user/pass or Voucher
- Login with OTP and phone verification
- Login with Email verification
- Video for access
- Free signup with data collecting
- Paid signup with selected Internet Plan
- Secure Single Sign-on login
- Separate login sections for Visitors and Staff

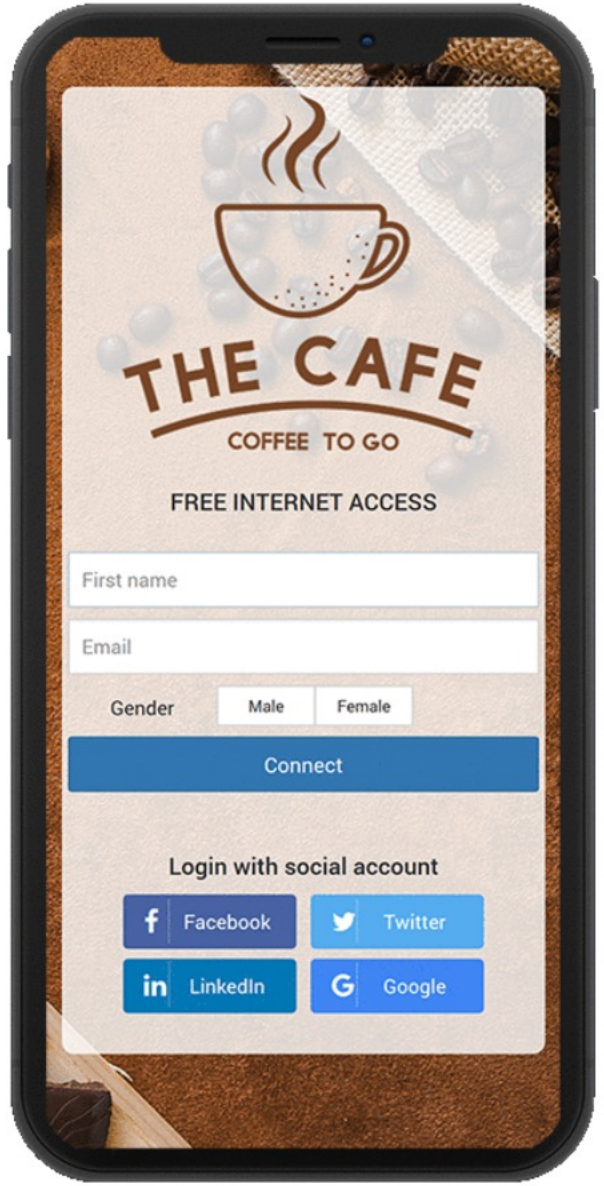
WELCOME PAGE

Upon logging in, users land on the Welcome page with a personalized message.

You can display additional information, configure multiple video and image ads, and get the most of the service.

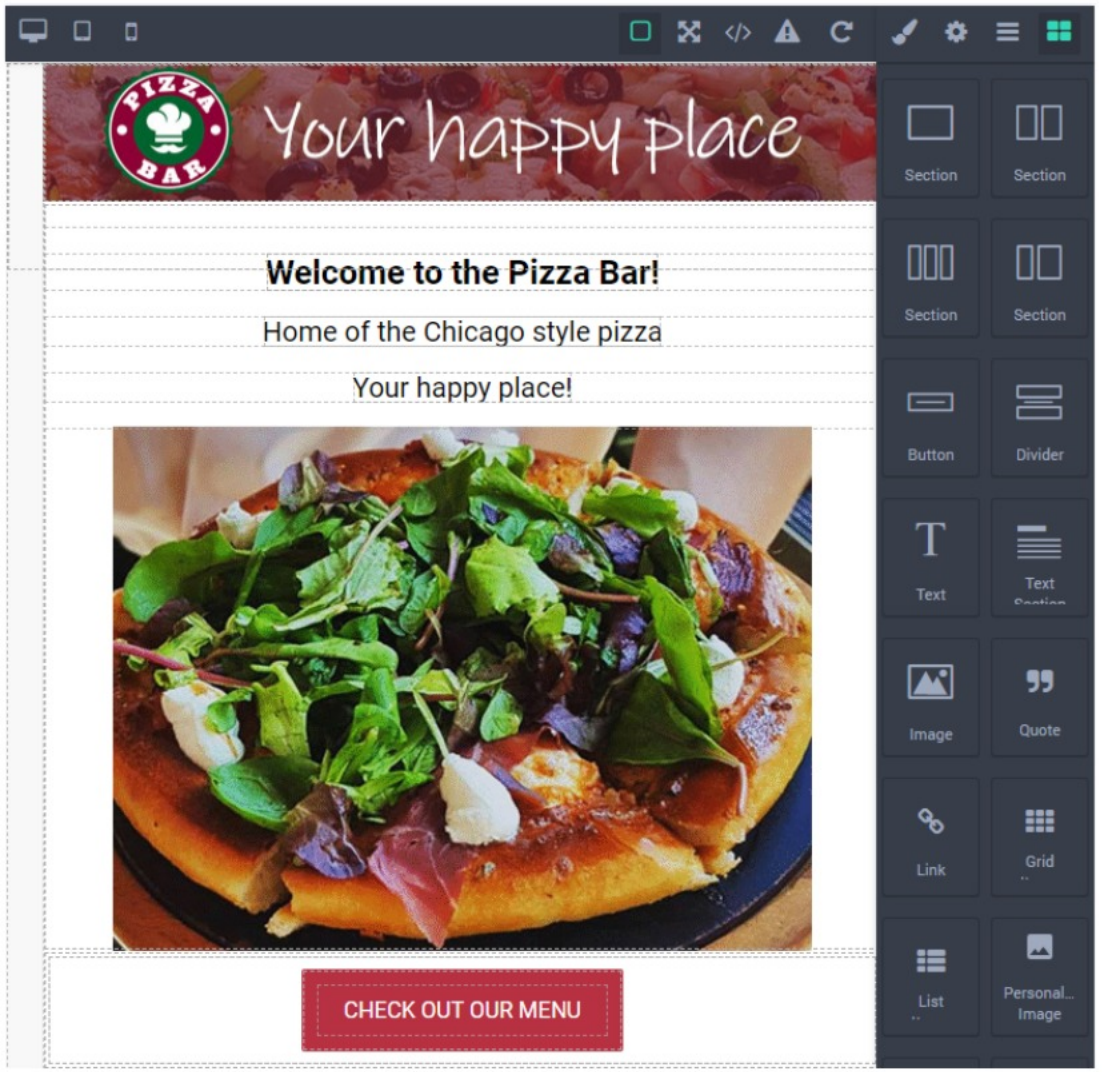
Note: **Samsung phones typically close captive portals automatically** upon detecting the internet.

Our feature prevents such behavior, requiring users to take the configured action instead.



EASY EDITORS

Splash pages



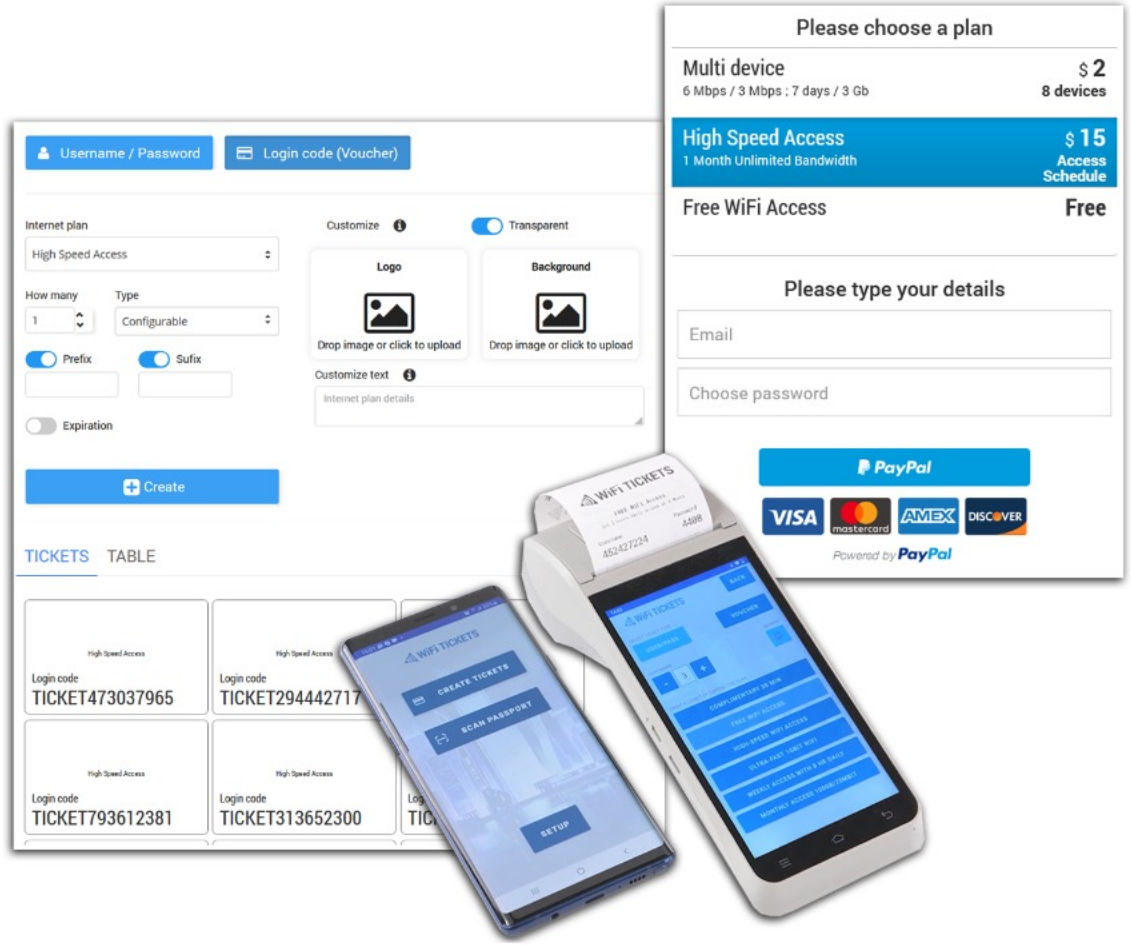
Emails

BILLING

Automate WiFi billing, keep 100% profit.

Accept credit cards, seamlessly integrate with your Property Management System (PMS), or generate prepaid voucher tickets using the WiFi Tickets App. Simplify the signup process by automating it directly from the Splash page through supported payment gateways.

Resellers can utilize the WiFi Tickets app to generate and sell tickets to customers. Each ticket is securely stored in the database, with its sale recorded for a specific WiFi location and associated reseller.

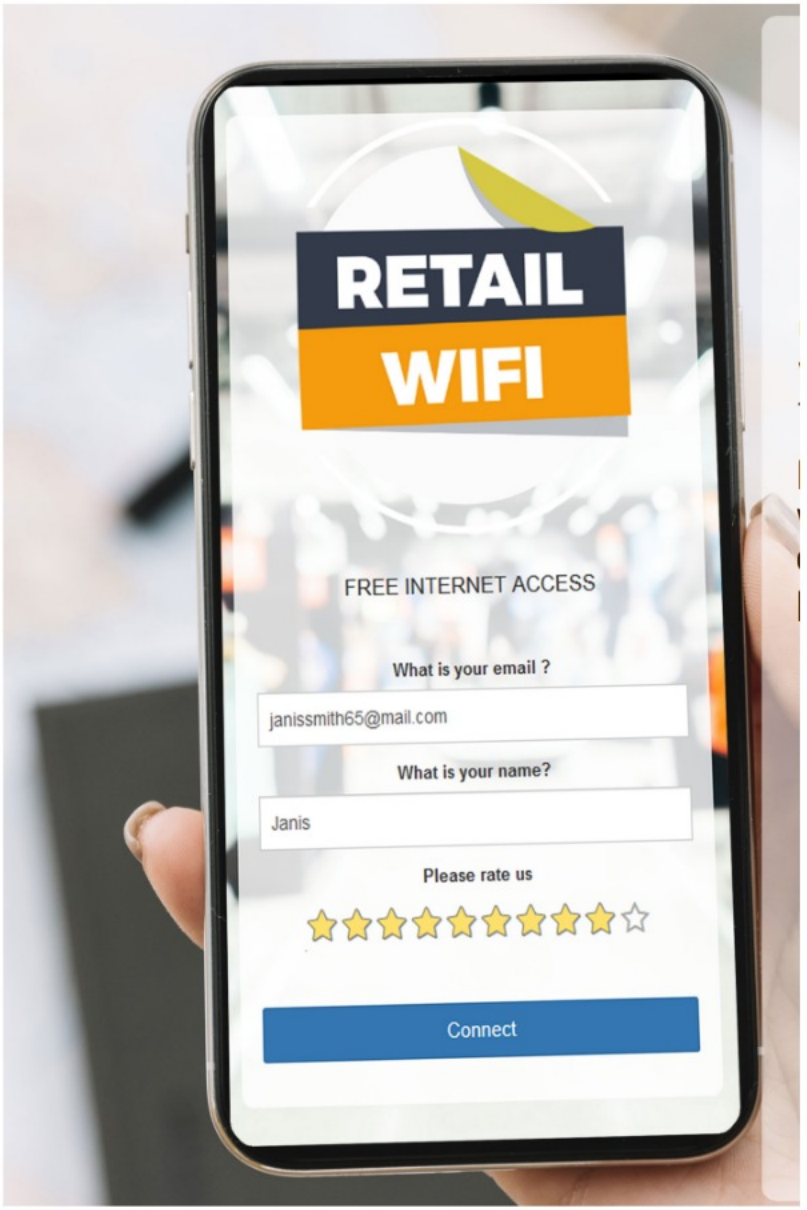


CUSTOMER SURVEYS

Utilize customer surveys as a strategic tool to **gather valuable insights** for both marketing initiatives and service enhancement.

Tailor your surveys with a range of options such as inputs, NPS, visual ratings, larger text inputs, emojis, or custom data fields, allowing you to collect diverse data to inform your marketing strategies.

Additionally, these surveys serve as a valuable resource for **addressing and resolving any complaints** related to your services or staff, contributing to ongoing improvements in service quality and customer satisfaction.

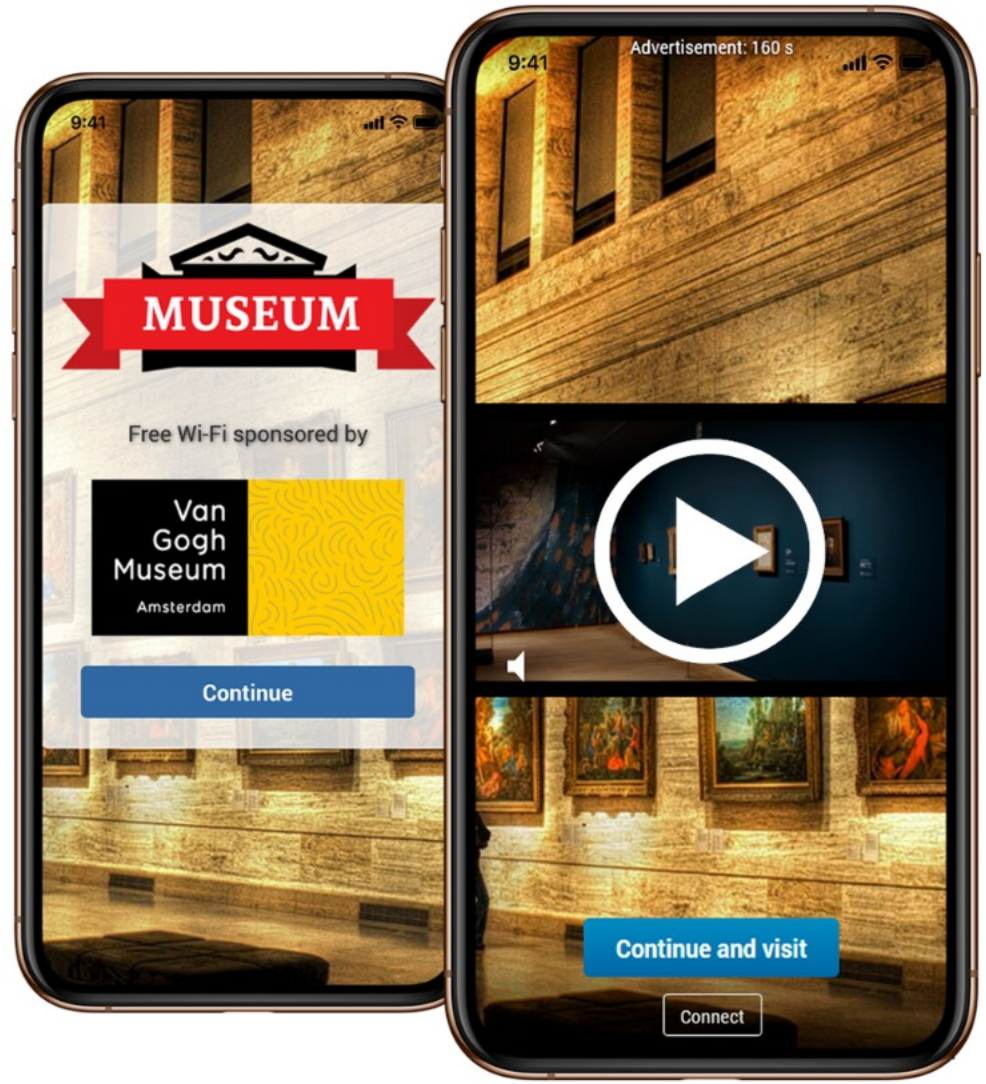


MARKETING CAMPAIGNS

The system empowers you to configure one or multiple **video advertisements** that rotate with each guest connection.

Detailed analytics for each marketing campaign are provided, encompassing metrics such as the number of displayed video advertisements, click-through rates, and overall campaign success.

Targeting by gender and age can be achieved too if this data is collected from a customer. For example, females can get one set of ads, and males another.

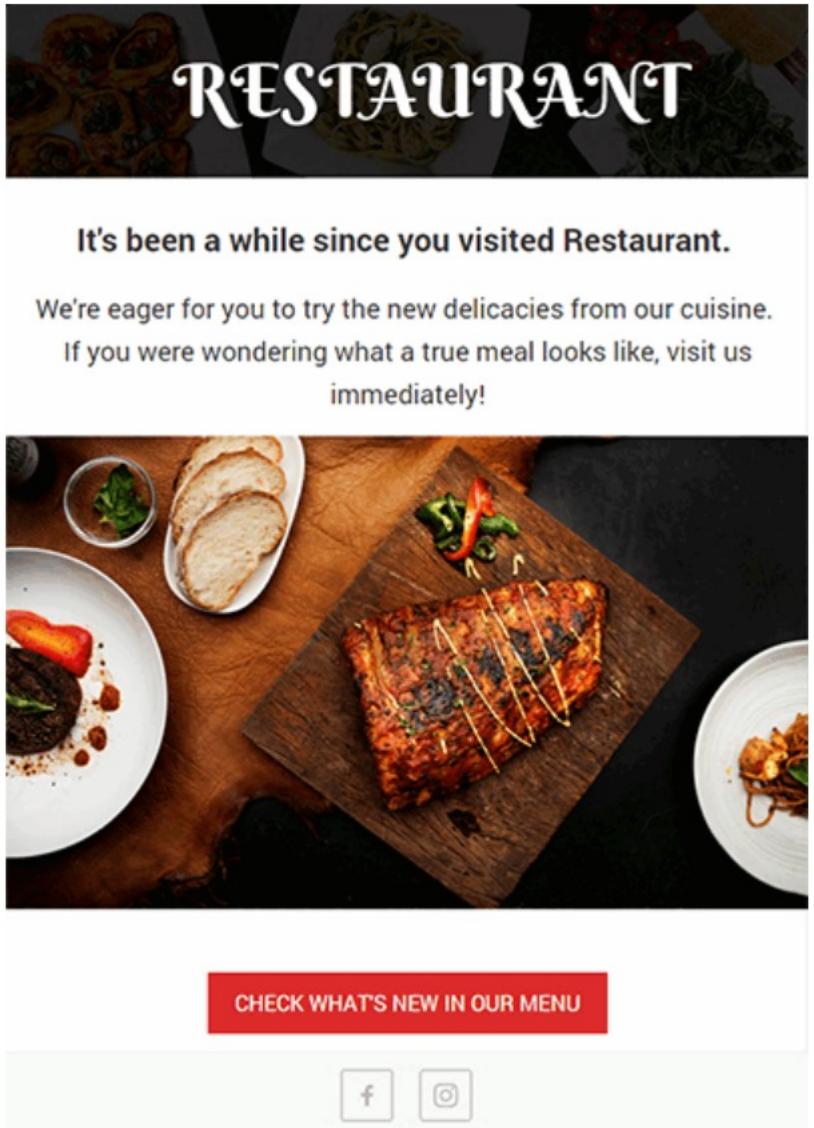


EMAIL & SMS CAMPAIGNS

Email & SMS marketing empowers you to send timely updates and promotions to guests.

Automated campaigns based on a schedule, including events like initial connection or a guest's birthday, enhance engagement.

Upon sign-in, a welcome email is automatically sent, followed by subsequent emails with special offers to retain and engage your audience.



AUTOMATION

Automation enables the execution of tasks triggered by user-initiated actions. For example, user connected or disconnected from WiFi.

For example: Upon a guest's initial WiFi connection, an instant store coupon is provided. Two days later, our automated system sends a customer satisfaction survey, offering flexibility with adjustable intervals and minimal effort.

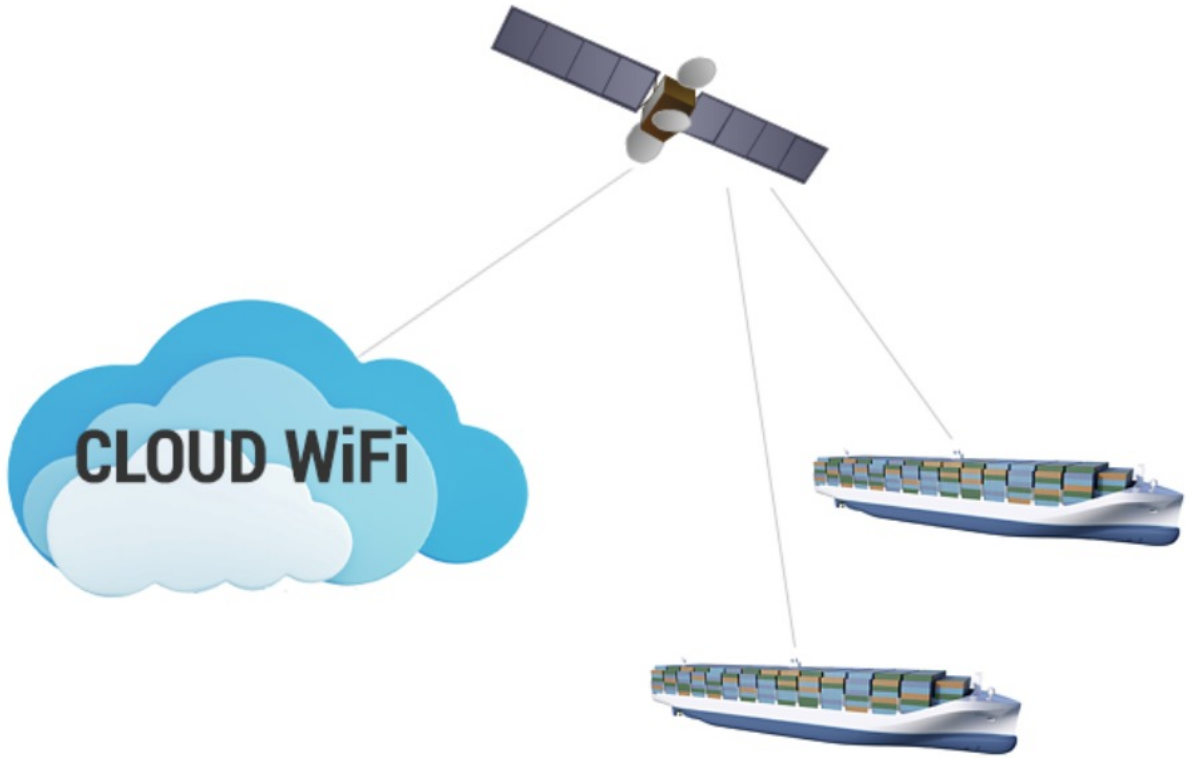
API and webhooks allows integration with third-party systems. For example, collected customer data can be sent real-time to the central database.

CENTRALIZED MANAGEMENT

The system is centralized with all routers connecting to a central cloud server for authentication, accounting and management.

Centralized management includes configuration of

- user accounts, access limits, Internet plans
- video ads and campaigns for all locations
- splash pages for all your locations
- surveys and data collecting
- analytics per each location



SEAMLESS ROAMING

Seamless WiFi Roaming provides a **constant connection of the mobile users** (smartphones, tablets, laptops) **during their movement** within the area covered by several access points.

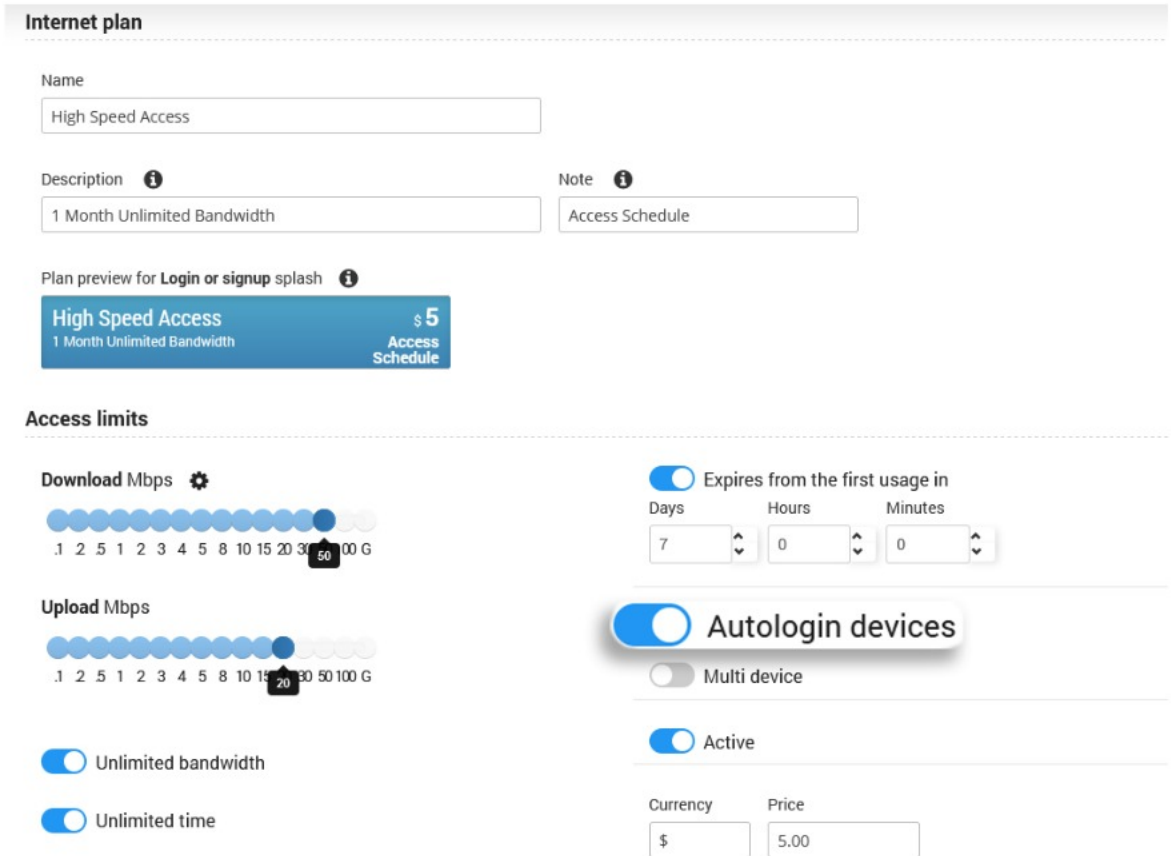
When moving within the WiFi network, client independently selects the most suitable AP based on the signal level & network load.

AUTOLOGIN

The autologin feature enables guests to **connect automatically** upon returning to a previously visited WiFi location.

When the guest device attempts to connect, autologin authenticates it and grants Internet access according to the account limit settings.

The device's MAC address is stored in the system, facilitating automatic login during subsequent visits.



PMS INTEGRATION

PMS Integration allows you to automate login process within a property, such as hotels, resorts, or other lodging establishments.

Guests can type their **name and room number**, and optionally choose a high-tier Internet plan.

Upon successful validation, the system grants internet access, and the corresponding charges are automatically linked to the guest's room number within the PMS.

CLOUD MANAGED WIFI

Virtual controller is an integral component of the system, assisting in the management and monitoring of access points in your WiFi network.

It serves as a multi-vendor management solution requiring the installation of **HotspotOS** into access points rather than the vendor's native operating system.

From your browser, you can conveniently assess access point status, monitor connected users, track bandwidth usage, perform updates or restarts, and check memory and CPU conditions.

If you prefer, you can keep using vendor's controller, like TP-Link Omada controller, and deploy our platform for the rest of the functionality.

ANALYTICS

From fundamental logs to sophisticated analytics, our system offers a thorough understanding of visitor behavior.

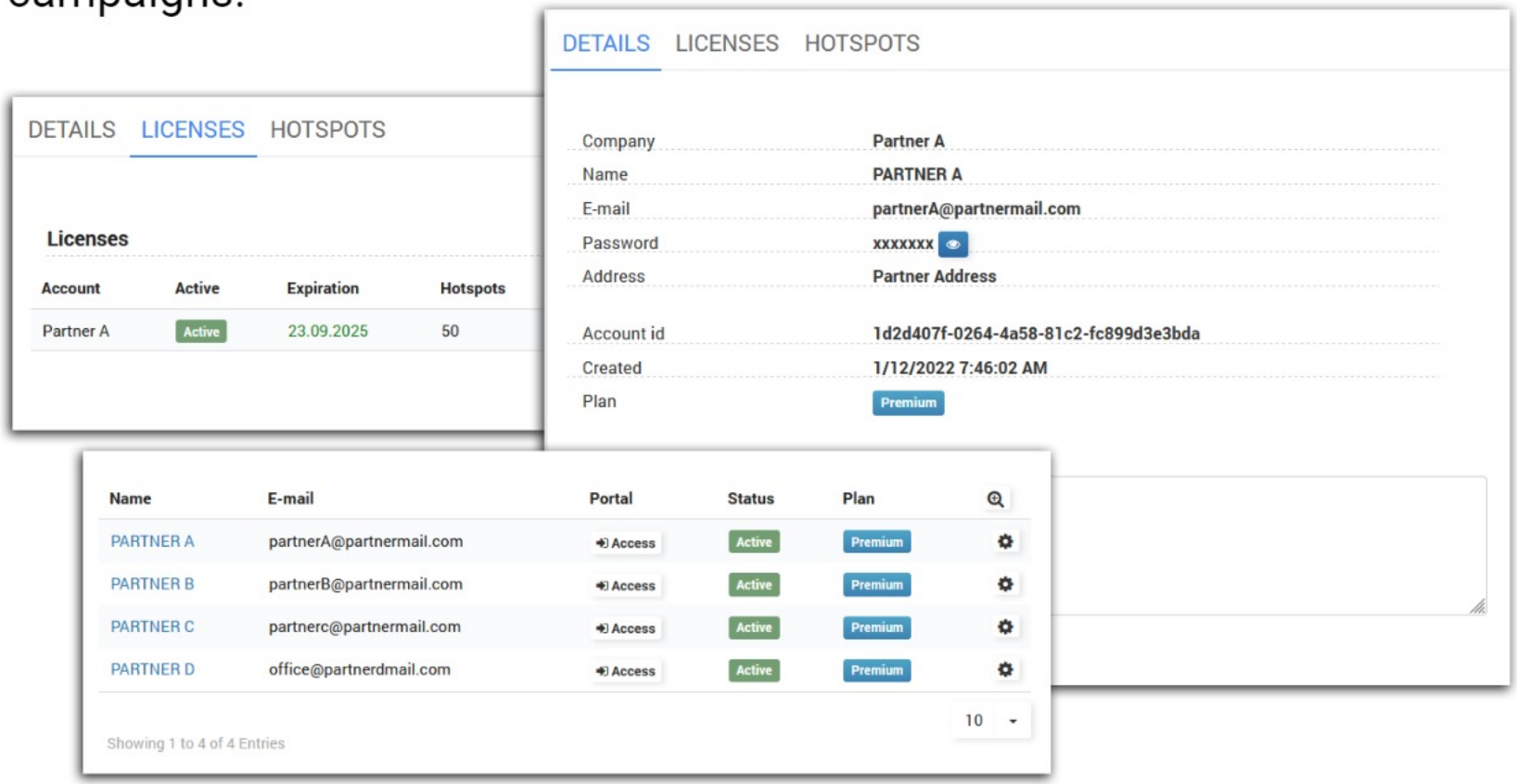
You can track Internet usage, impose limits based on Internet plans, or establish specific restrictions for individual users.

Visitor statistics are segmented into various reports, encompassing loyalty, top users, time slots, recurring and first-time visitors, as well as gender and age breakdowns.

PARTNER PORTAL

The partner portal is crucial for enabling centralized control, allowing a main administrator to efficiently manage multiple tenants and their respective WiFi networks.

The primary administrator has the ability to create partner accounts, oversee license management, access any account directly for configuration assistance, suspend overdue accounts, and design splash pages or email campaigns.



INDUSTRIES

HOTEL WIFI

ISP WIFI

HEALTHCARE WIFI

AIRPORT WIFI

SHOPPING MALL WIFI

RESTAURANT/CAFE WIFI

BUS WIFI

SMART CITY WIFI

CORPORATE WIFI

UNIVERSITY WIFI

RESIDENTIAL WIFI

MOBILE WiFi

HOTELS / RESORTS / CHAINS

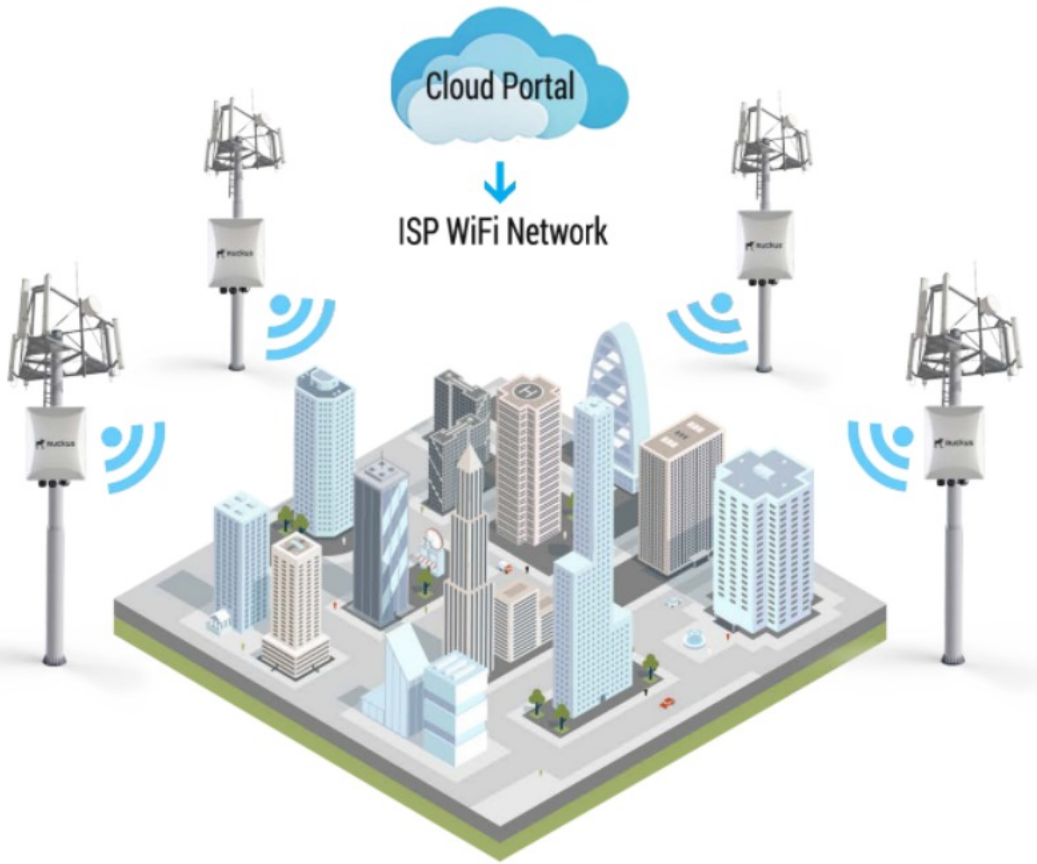
A quick and reliable WiFi network is one of the most significant amenities which contributes to greater guest satisfaction and loyalty. Our system provides both advanced WiFi network control and a reliable connection with all the guests.
The system helps to **increase revenue** from restaurants, spa centers and other services by delivering video commercials and special offers at defined time intervals. It collects data and surveys, provides objective feedback on guest satisfaction, and boosts ratings on sites such as TripAdvisor and Booking.com

Lobby: Offer complimentary WiFi for the visitors
Rooms: Guests login with room/name
Pool: Guests gets promo ads for spa and restaurant
Bar: Special offers and happy hours promo

ISP / WISP

Build a highly scalable **WiFi and wired network** to control public locations, residential buildings, hospitality, corporate customers and all places that requires managed Internet access. Easily grow by adding new access points in different city areas, or integrate several separate WiFi networks in one large network, where all accounts may **freely roam** while logging and limiting their access in the central database.

Flexible architecture makes **ISP CloudWiFi** system suitable for different deployments, free or paid, tiered Internet plans, with limits on speed, total bandwidth quota, time, daily and monthly limits, expirations. Users can signup by themselves, recharge account with a voucher or credit card, monitor activity and payments in the user portal.



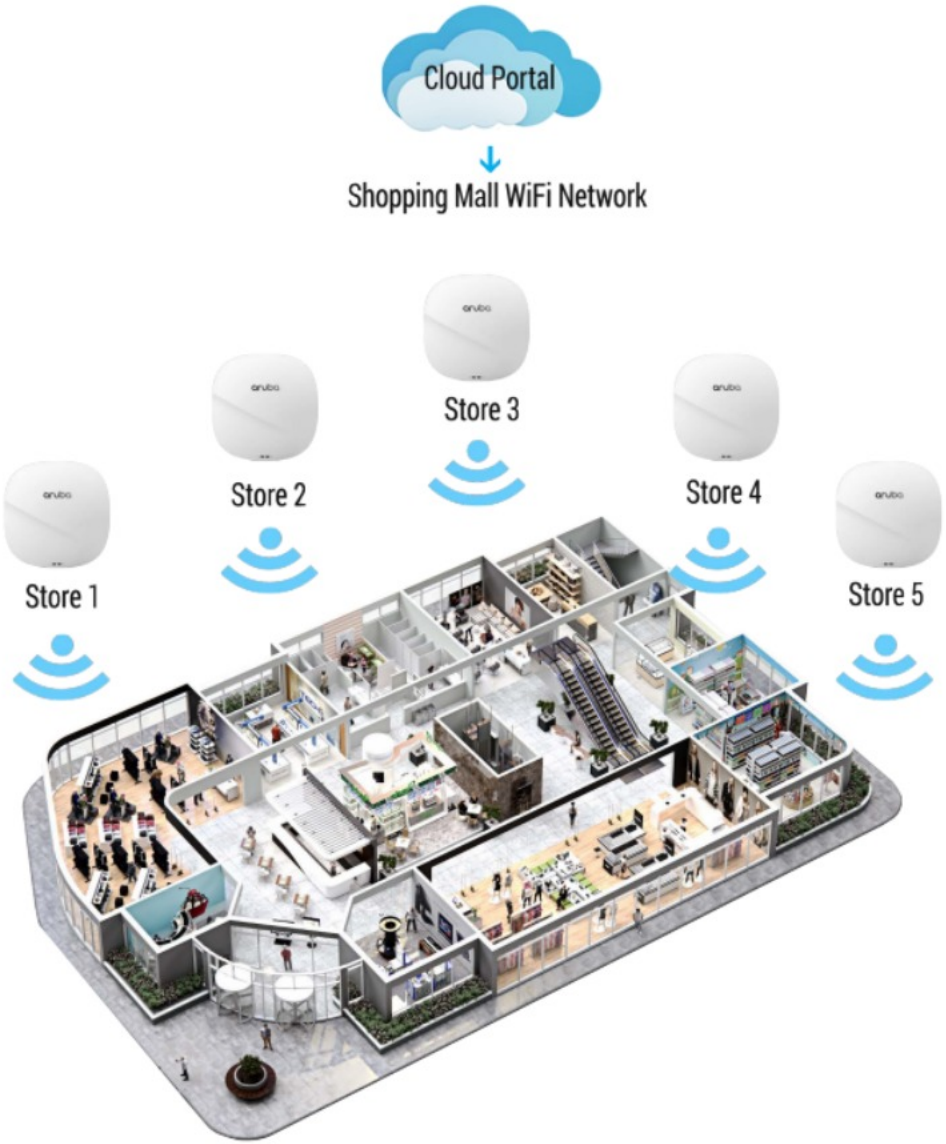
SHOPPING MALL / RETAIL

Shopping mall WiFi enables you to deliver video commercials and automatically sends special offers at defined time intervals, which leads to an increase in revenues from your services.

Put a **latest promotion, offer discounts, collect guest surveys** or **display coupon** to be redeemed at retail store.

You will get **customer email** and full name so you can craft campaigns that engage and deliver results.

Video advertisements can be created for individual products, brands or current sales promotions, implying discounts, coupons etc. which can be used immediately at the **Shopping mall.**

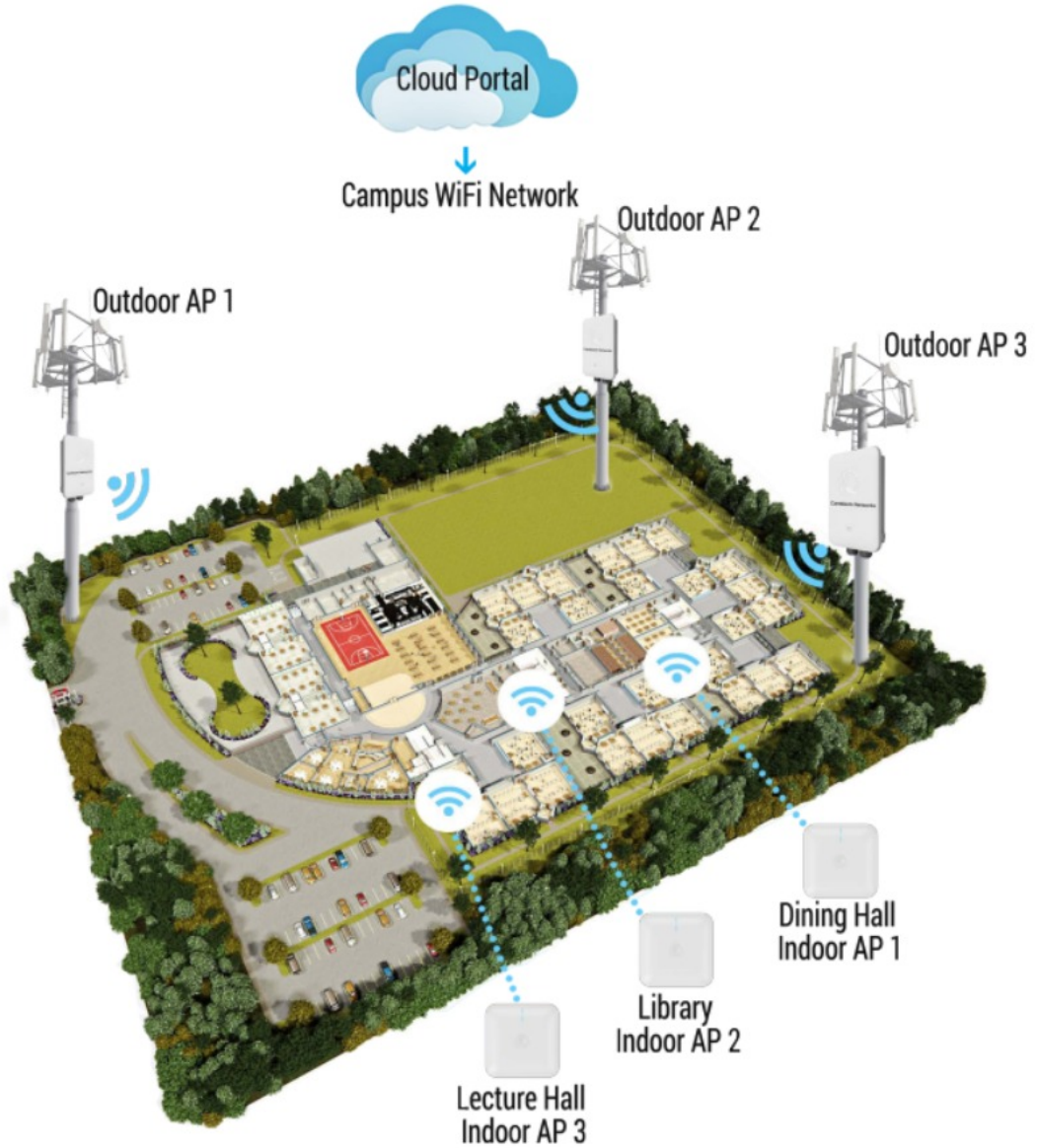


UNIVERSITY / SCHOOL / CAMPUS

The platform can manage **University, School or Campus WiFi** and provide reliable Internet access to students, teachers and staff in a separate VLANs, all running within the same system. It precisely controls the Internet access, data transfer and simplifies roaming and auto-reconnect.

The system sets limits on streaming services by **limiting the access speed** so that each and every student could be granted excellent WiFi.

Web Filter controls the websites that can be accessed and prevents inappropriate content to be displayed in student devices. Limits can be configured by different web site categories like adult, alcohol, hate, drugs etc.



RESTAURANT / CAFE

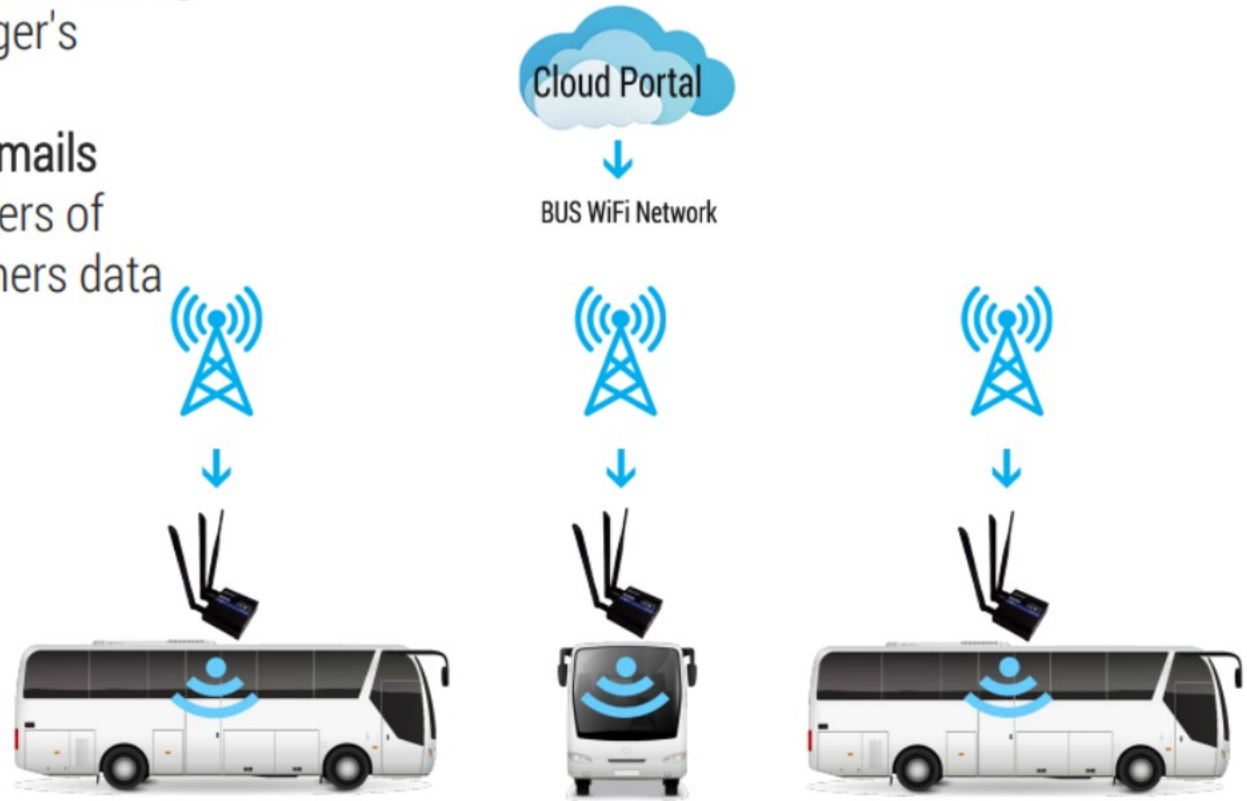
Start Hotspot is the most efficient marketing system for restaurants, cafes, bars and all venues serving customers. While providing WiFi, it also engages customers to **access digital menus** , **view special offers**, or view **video ads** of your partners.

WiFi system provides a **reliable connection** for all the guests and prevents system overload by users streaming high def content. Businesses with multiple locations will likely have returning customers, and our system will reconnect and greet such customers.

Seamless WiFi Roaming provides a constant connection to the customers during their movement within the area covered by several access points. When moving within the WiFi network, client device will select the most suitable AP based on the signal level and network load without interuptions.

BUS / TRAIN / TAXI

Transform the BUS WiFi into an intelligent marketing system that displays **video ads** on passenger's mobile phones, tablets or laptops.
A passenger can give consent to receive **emails** containing discounts, coupons and the offers of your partners and clients. The system gathers data and **surveys** with feedback on passenger satisfaction, complaints and comments.



- Routers with 4G/5G modems are installed on the vehicles
- While traveling, communication is established with the nearest tower
- Internet connection is equally shared among all passengers
- A passenger is offered to watch an ad, connect and visit the configured web site

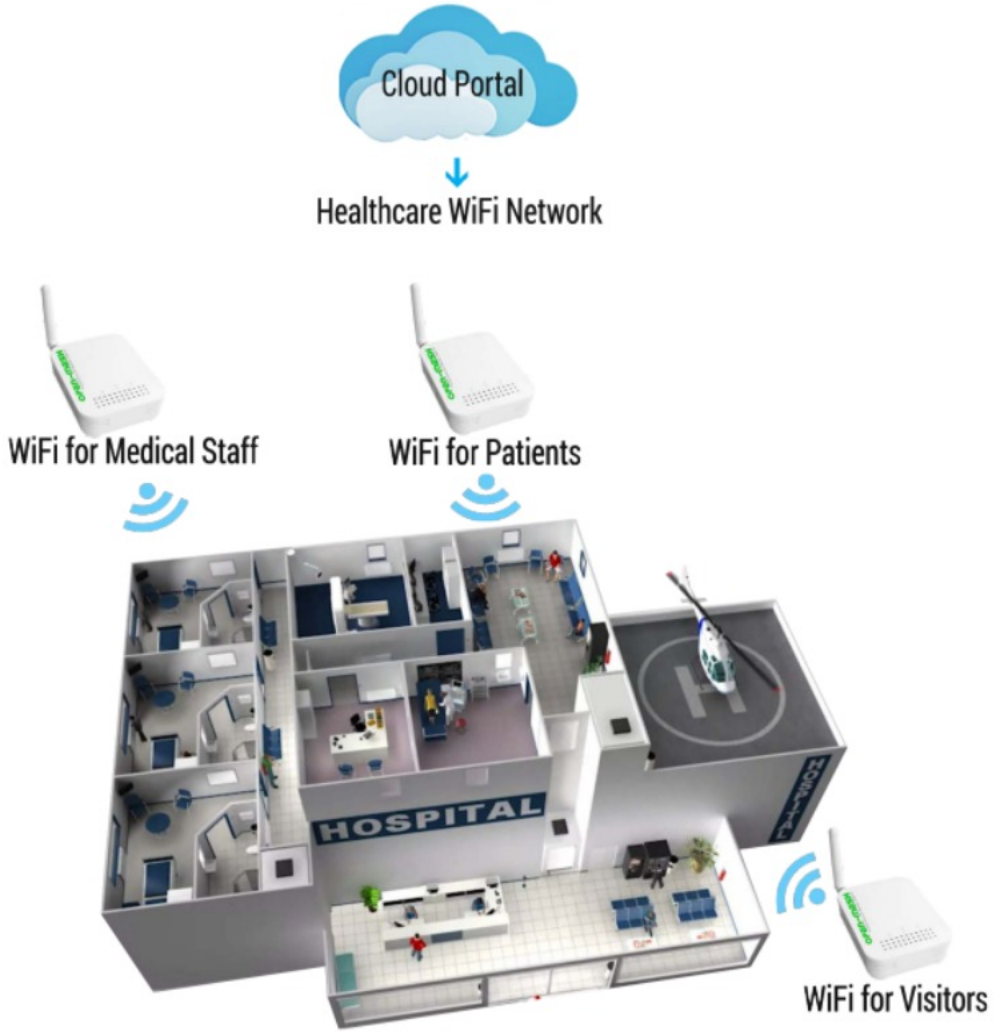
HEALTHCARE

Healthcare WiFi system offers an advanced WiFi network control and a reliable Internet connection to all patients, visitors, doctors and medical staff.

The system may be configured to automatically login doctors and staff and grant high-speed Internet access.

Patients may be presented with information related to their stay, as well as **advertisements, special offers or discounts** for family members.

Since the majority of the population does not regularly go to preventive annual medical exams, the system can **automatically send a reminder** that it is a time to visit a doctor.



CORPORATE / OFFICES

Corporate WiFi solution gives you an ability to set different types of access accounts.

Accounts are flexible with variety of options, like **time and bandwidth** configuration (limited, unlimited, monthly or daily bandwidth), **expiration date, download / upload rate,** etc.

Internet plan configuration helps adjusting every aspect of the customer account.

Employees may autologin with a High Speed access plan and roam within the building.

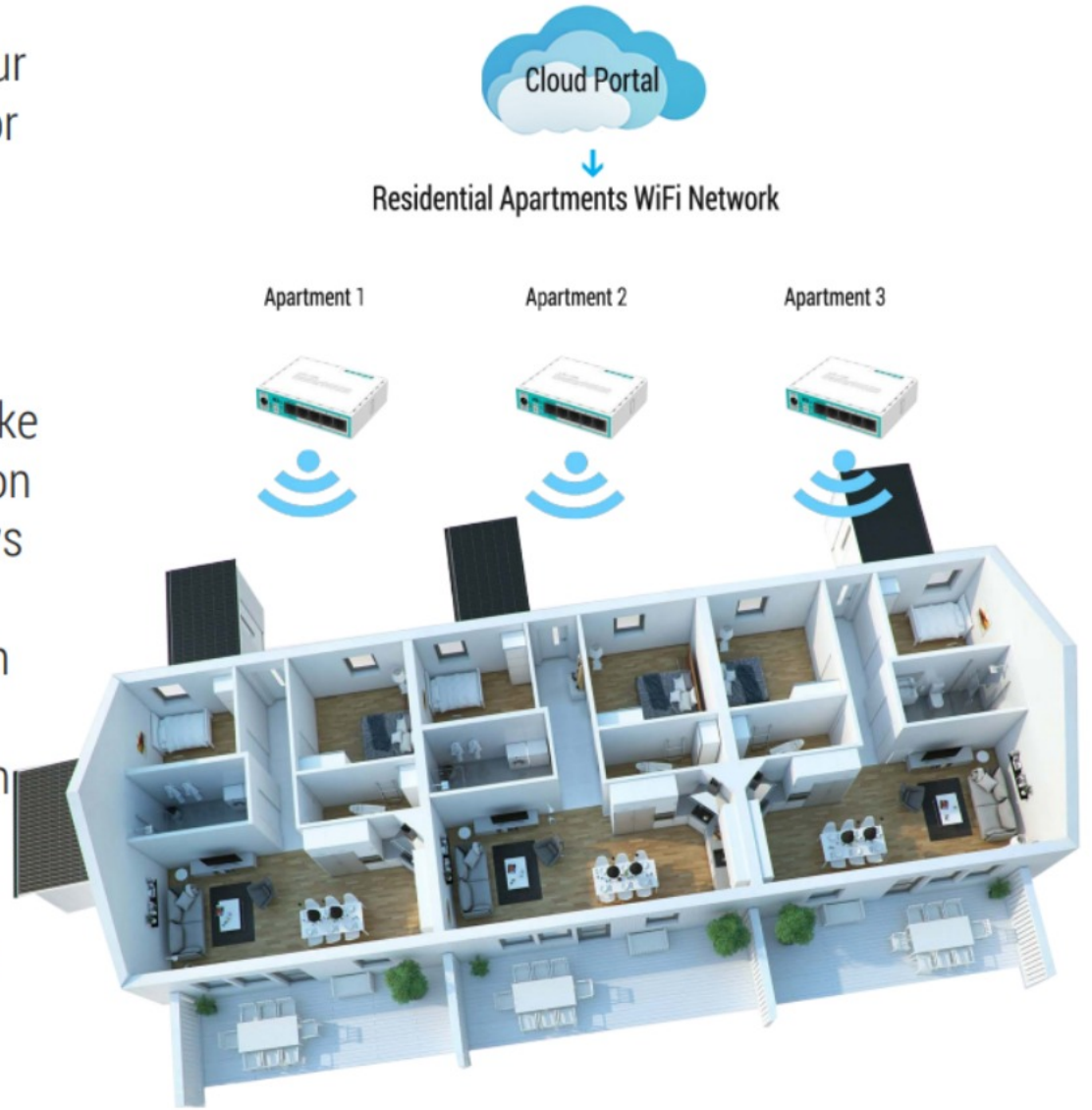
Complimentary free WiFi can be offered to the company visitors with some promotial videos.

RESIDENTIAL APARTMENTS

The system can manage Internet access in all your **buildings** and **residential apartments**. All routers or access points will connect to a single centrally managed portal that may run in the Cloud or your datacenter VMs.

Tenants may connect all wired and WiFi devices like laptops, mobiles, smart TVs and use them based on the subscription limits. Tiered Internet plans allows tenants to self-signup and recharge when their subscription expires. Each plan is configured with download and upload limits, daily and monthly limits of time and bandwidth, as well as expiration date.

Tenant chage does not affect your operations as every tenant may self-subscribe and pay for the service.



MOBILE LOCATIONS

The intelligent WiFi marketing system enables a display of special offers (menus, discounts, coupons) and video/image ads on mobile phones, tablets or laptops of your customers.

Upon connecting to WiFi, customers may be presented with **special offers** or **daily coupons,** which will motivate customer to **spend more**.

A customer may give consent to receive emails containing **discounts** and automatic **reminders to visit the venue again.**

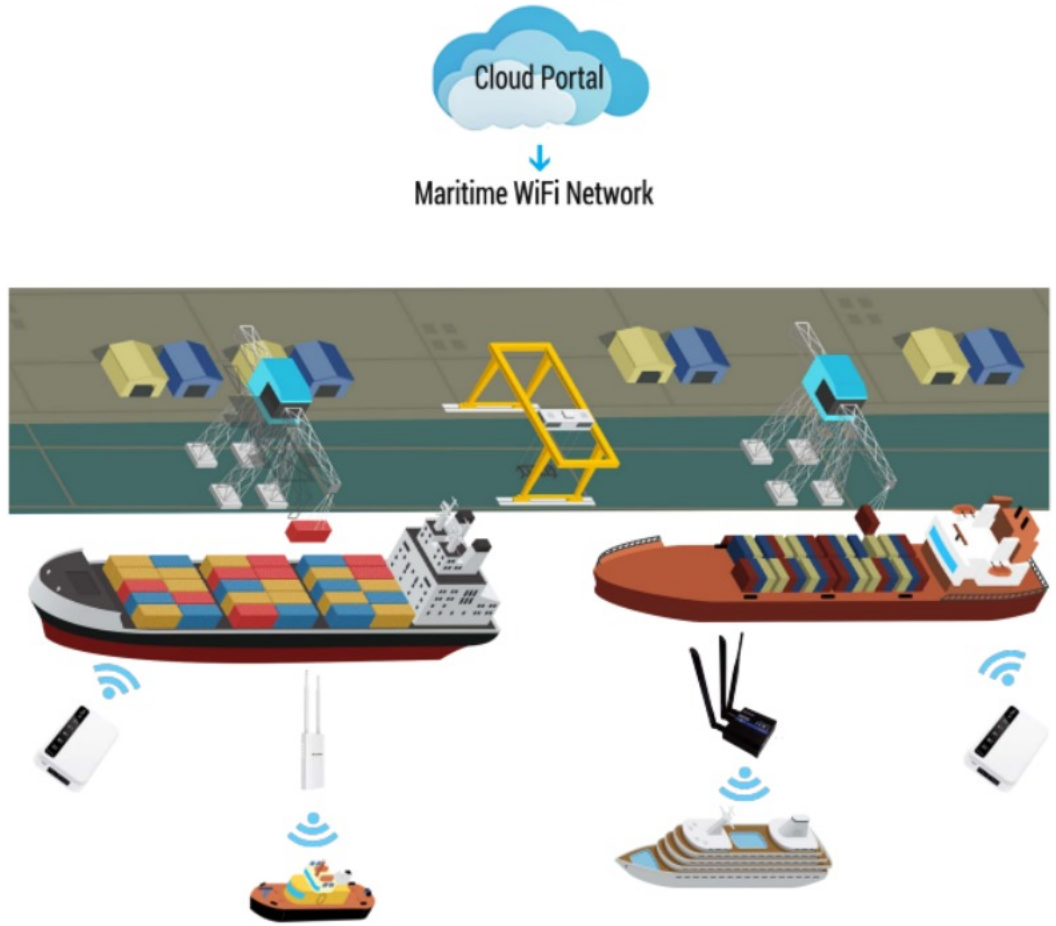
The system gathers data and surveys with feedback on customer satisfaction, complaints and comments that may be answered personally.

MARITIME / YACHT / PORTS

Expensive satellite and **4G connections** needs to be carefully managed at the sea or at the ports. Our system can provide reliable WiFi management of the crew devices, set limits on the WiFi usage and provide either free or paid subscription in order to carefully manage expenses.

While at the sea, system can grant defined Internet limits at specific prices that correlates to the satellite cost. While at the ports, system will use 4G to share the Internet to the vessel crew.

Tiered plans may be configured to limit daily or monthly usage, while crew can refill an account with a credit card or voucher. In case of the free access, Internet can be allowed for specific time or data and user might need to wait defined interval before getting a new slot.



SMART CITY NETWORK

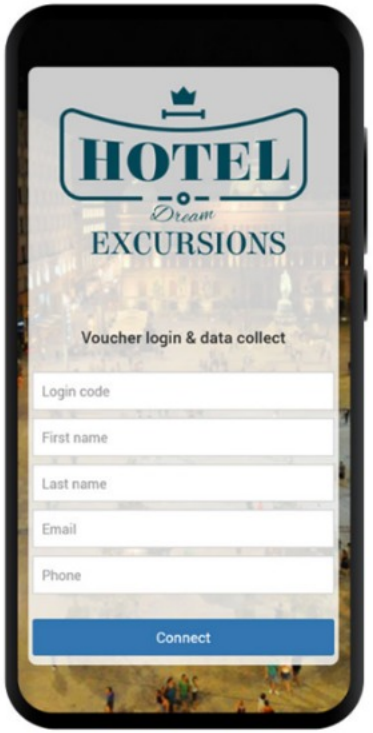
Smart cities brings better interaction with it's citizens. A reliable WiFi management system and the underlying network makes this a reality.

Citizens are able to **communicate**, **learn online**, **work remotely**, **apply for a job**, **pay for services**, **shop online**, and create opportunities that would otherwise come at a cost.

Free WiFi can be **effectively monetized** with an integrated intelligent marketing system which can show video ads and offers on citizens mobile phones, tablets or laptops.

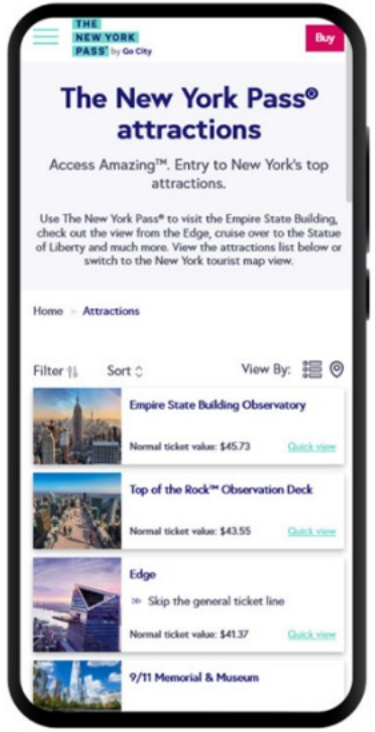
The system can gather surveys from tourists or handle citizens satisfaction feedback and complaints for the city services.

LOGIN METHODS



Guest types voucher code and requested details

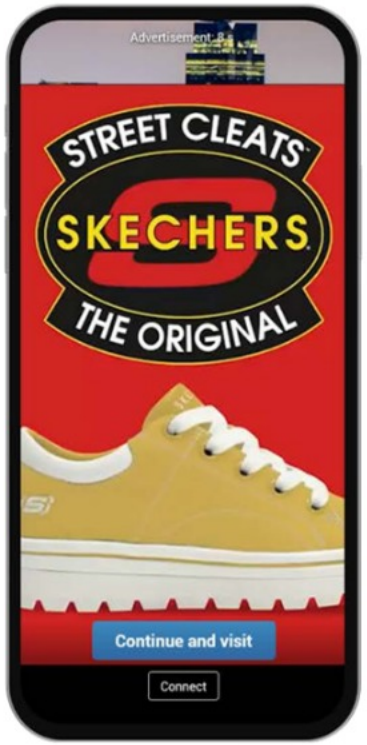
Welcome page will display a banner with the most famous local tourist attractions



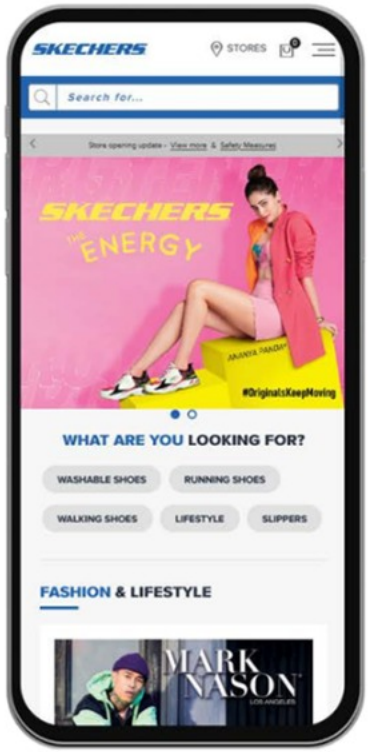
After login, the user can be redirected to the local tourist travel guide

LOGIN METHODS

User logs in with personal details or anonymously



Welcome page can display a special offer, video ad or survey

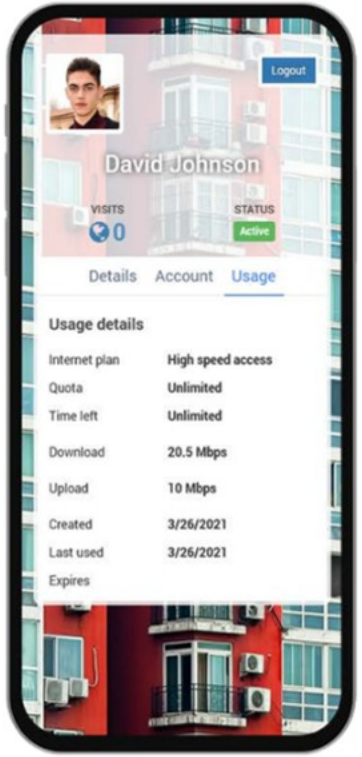


After login user will be redirected to the predefined URL or goes directly to the Internet

LOGIN METHODS

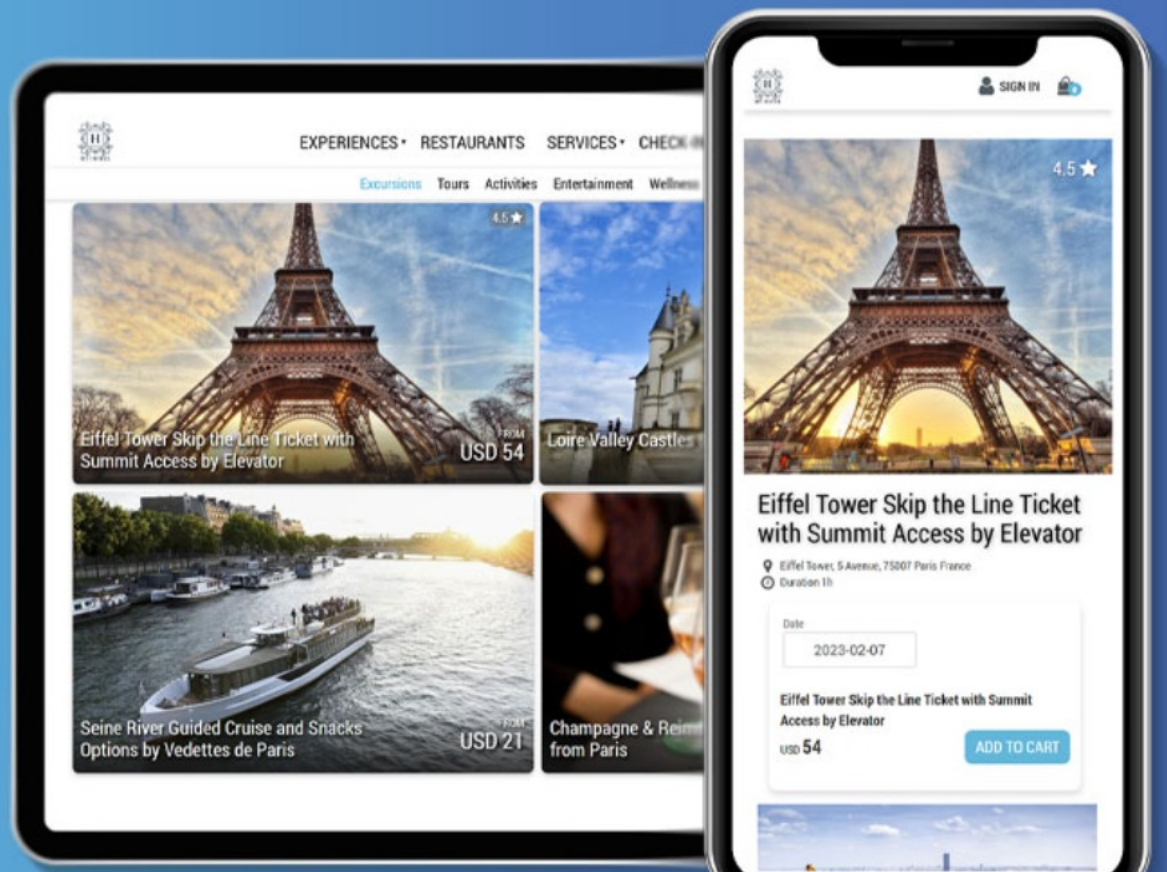
User selects desired Internet plan and enter credit card details

A service provider notification message will be displayed and the user may check the profile before connecting to the Internet



User may access the User profile to check and update personal data, account limits, time and bandwidth quota, and other details

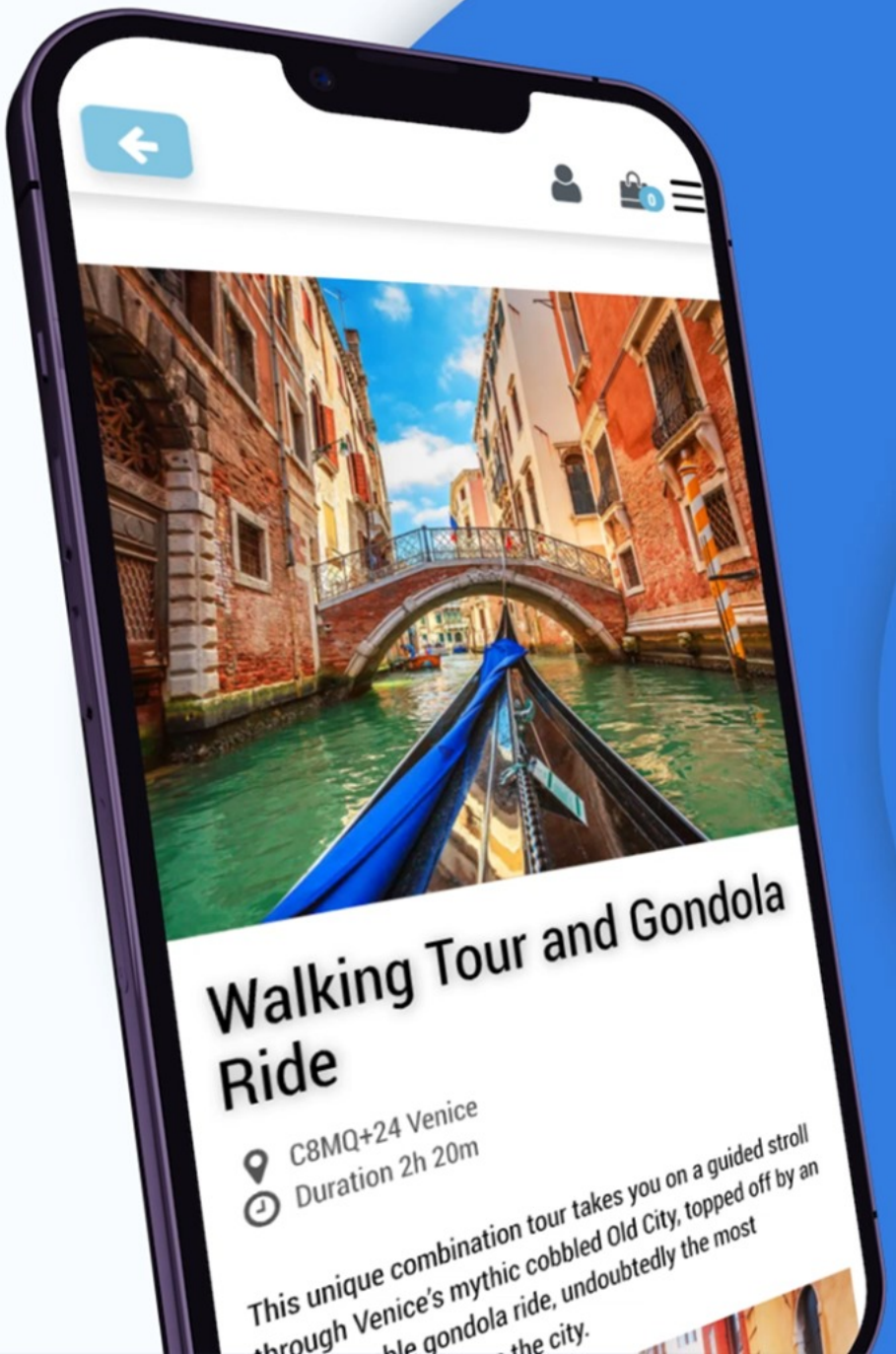
DIGITAL GUIDE



Digital Guide empowers visitors and guests to **book experiences, make restaurant reservations, request amenities, and shop from an integrated online store.**
It's suitable for hotels, tourist guides and product showcase.

GUEST EXPERIENCE PLATFORM

DIGITAL CONCIERGE FOR HOTELS, RESORTS, CITY GUIDE, HEALTHCARE



EXPERIENCES

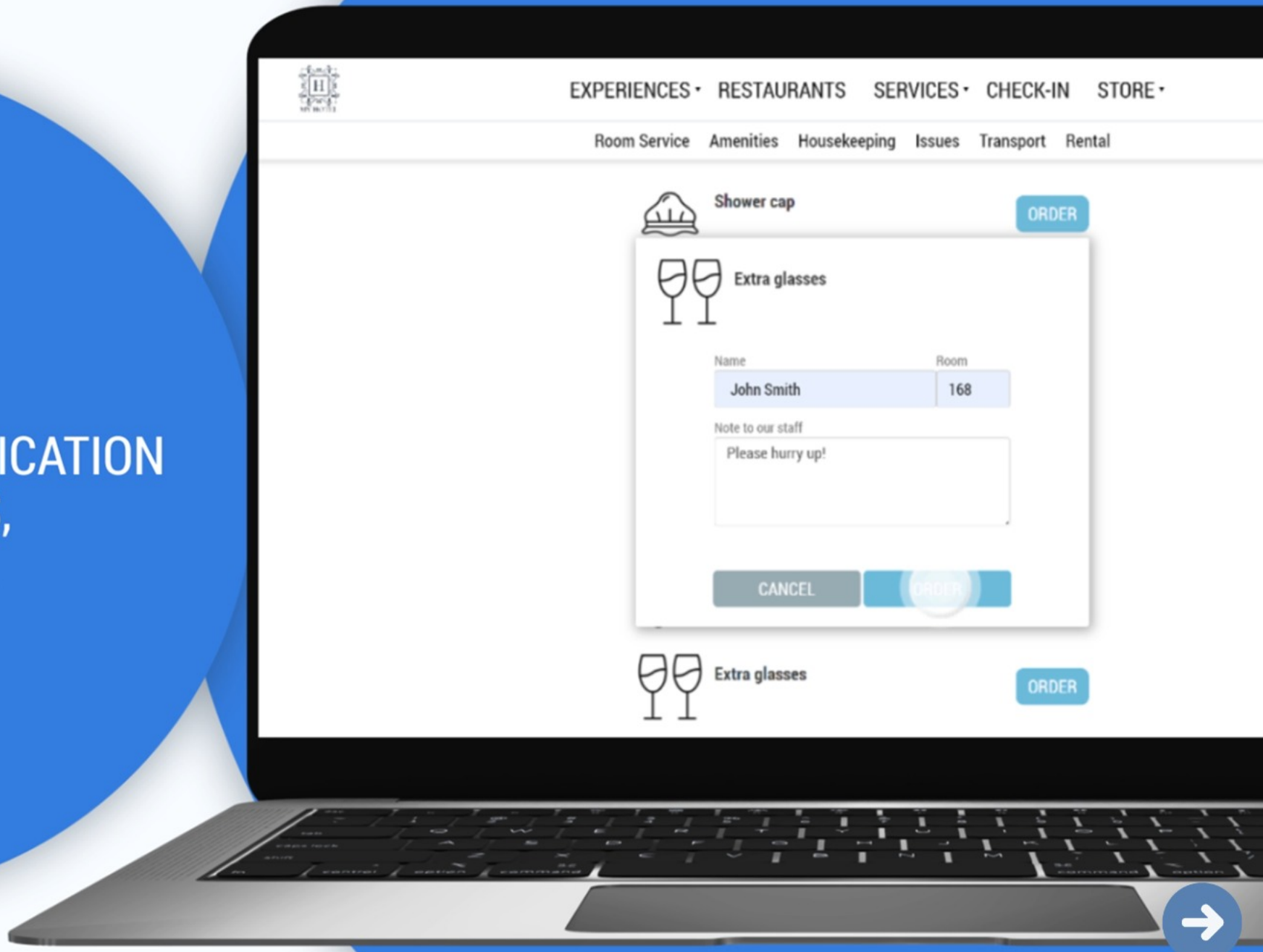
ENCOURAGE GUESTS TO BOOK EXCURSIONS AND EXPLORE LOCAL ATTRACTIONS

RESTAURANTS

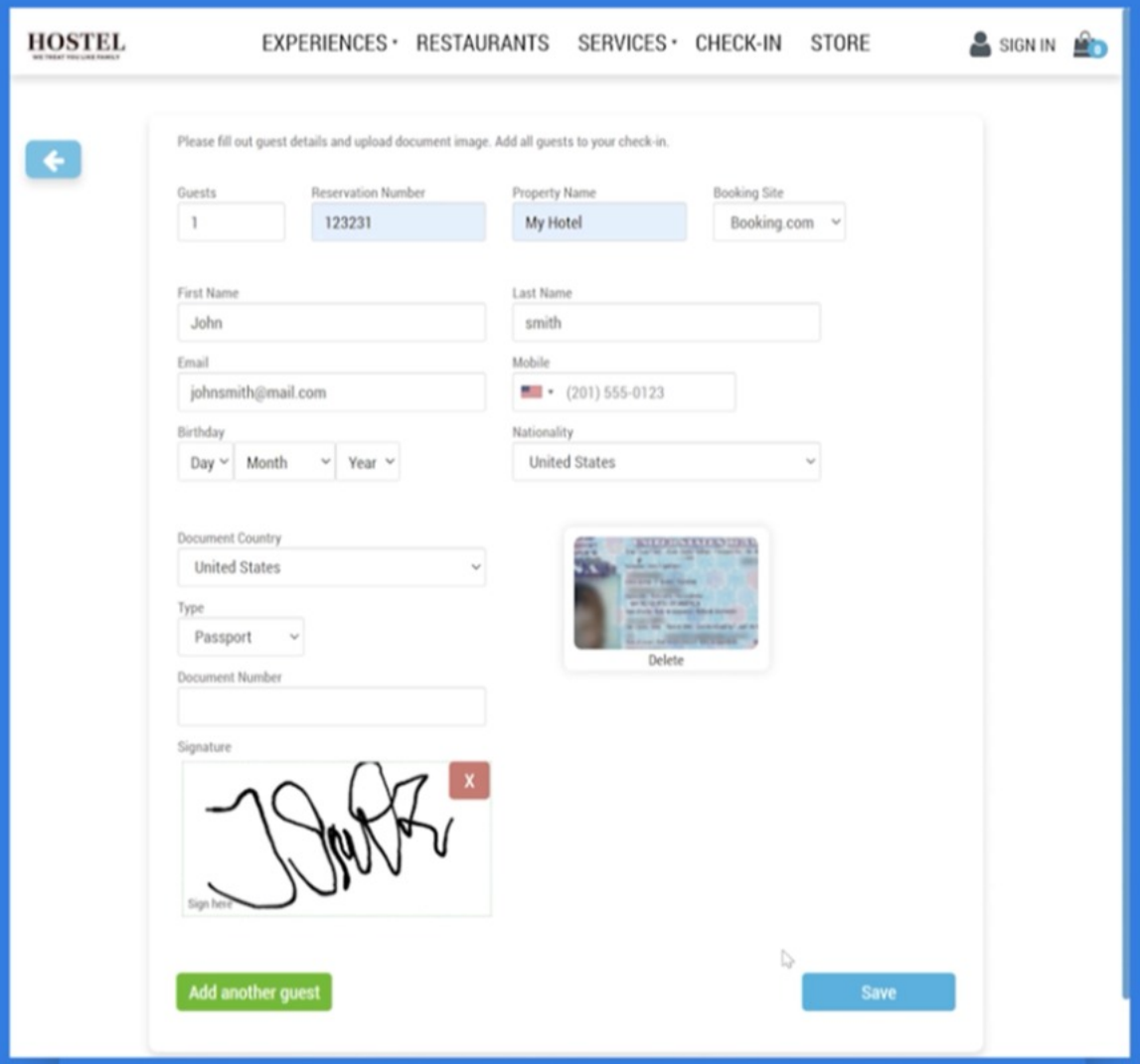
BROWSE RESTAURANT MENUS, PRICES, DIRECTIONS AND MAKE RESERVATIONS

SERVICES

AUTOMATE COMMUNICATION FOR ROOM SERVICES, AMENITY REQUESTS, HOUSEKEEPING



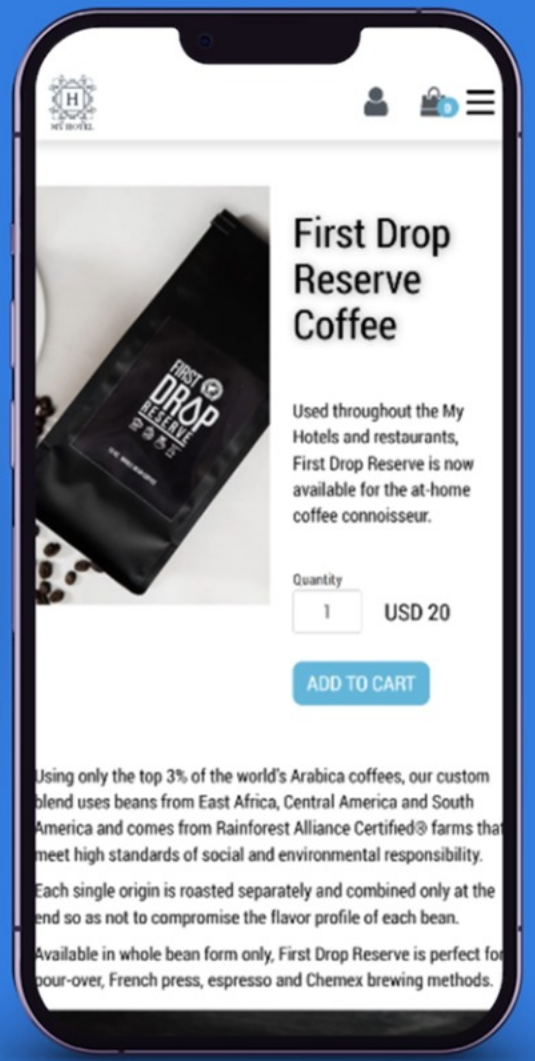
CHECK-IN



REDUCE QUEUES AND WORKLOAD
WITH CHECK-IN BEFORE ARRIVAL

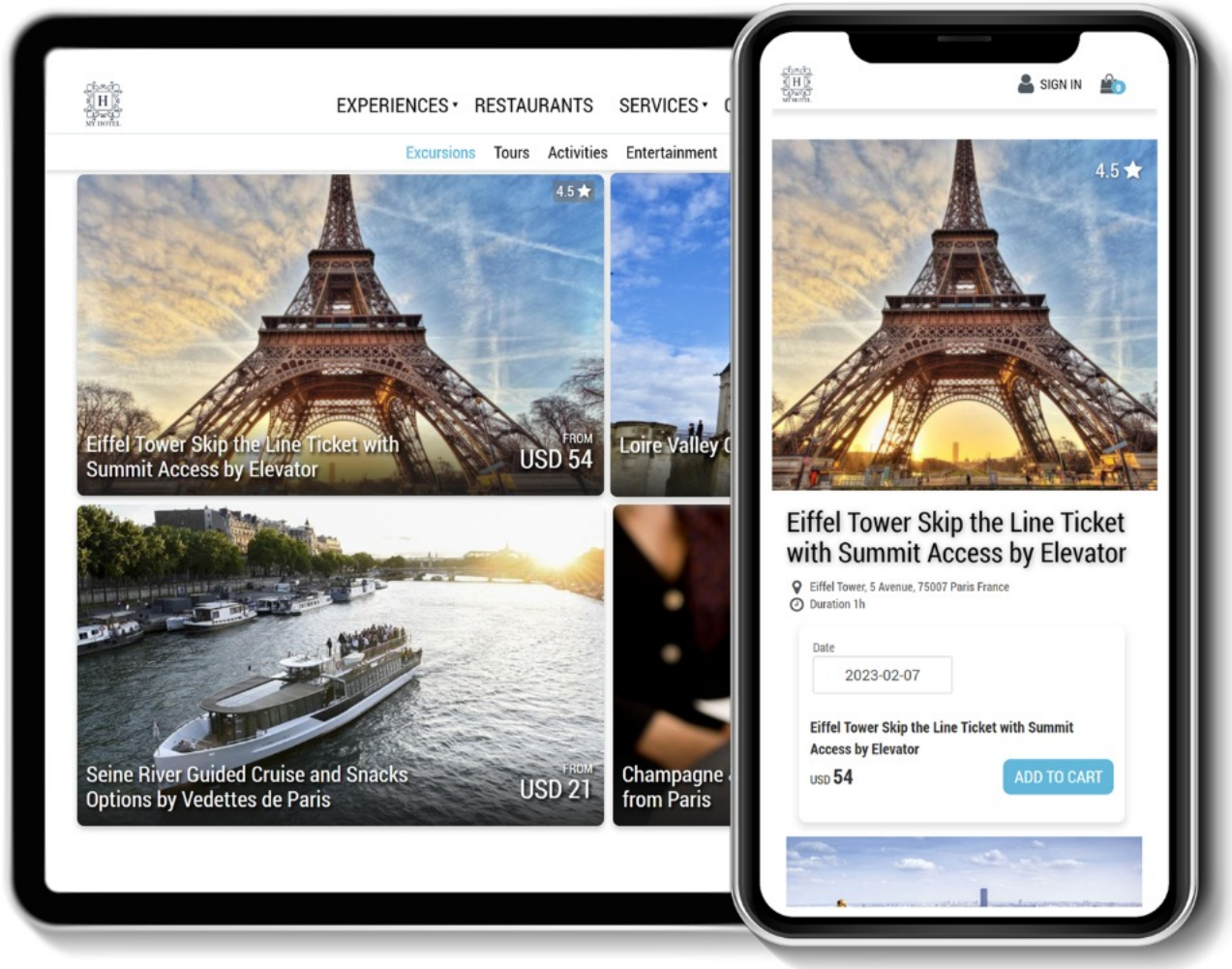
STORE

SELL MERCHANDISE & GIFTS WITH INTEGRATED ONLINE STORE 24/7



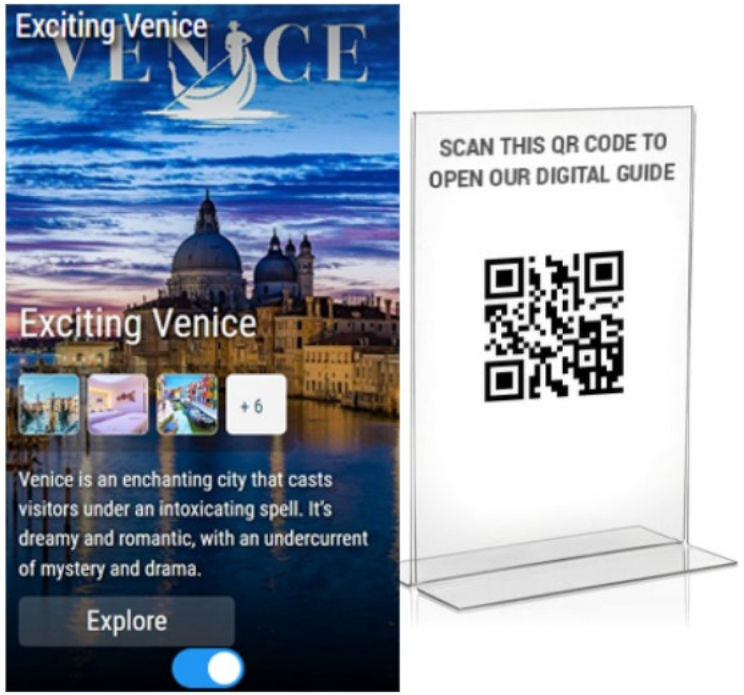
WHY DIGITAL GUIDE ?

- ACCEPT PAYMENTS
- NO APP DOWNLOAD
- CHECK-IN / CHECK-OUT
- WEB SHOP
- AMENITIES BOOKING
- MULTIPLE GUIDES
- SAVES STAFF TIME
- INCREASES REVENUE
- WIFI INTEGRATION

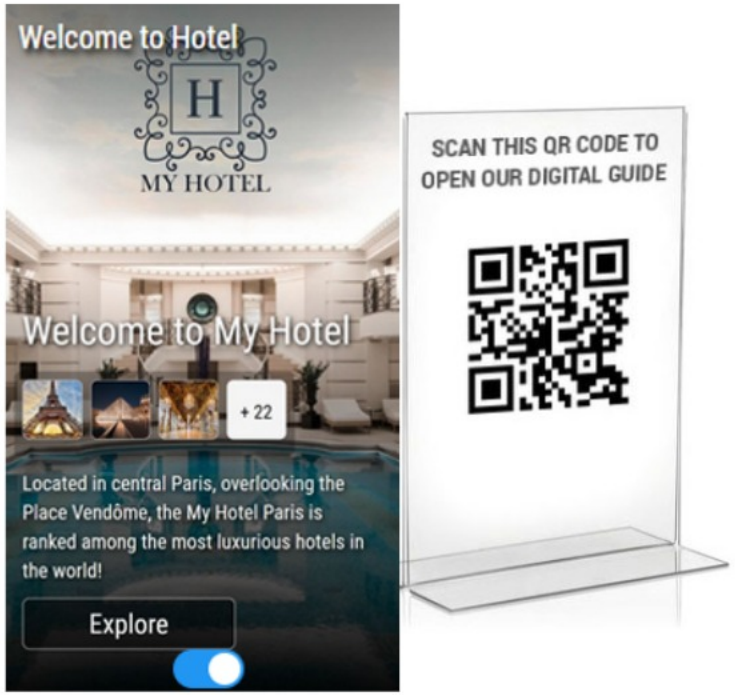


DIGITAL GUIDE EXAMPLES

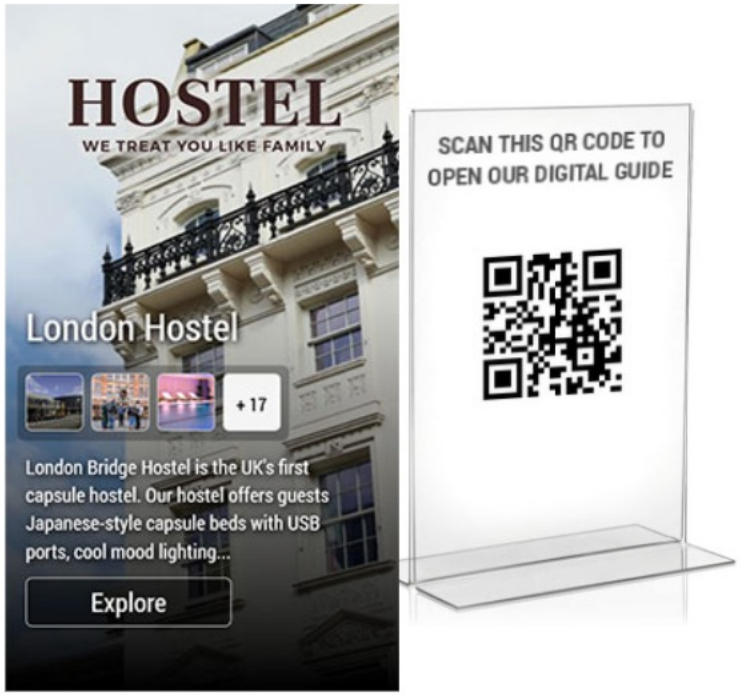
CLICK DEMO OR SCAN QR CODE TO EXPLORE



Exciting Venice
Digital Guide
for the Cities and Municipalities



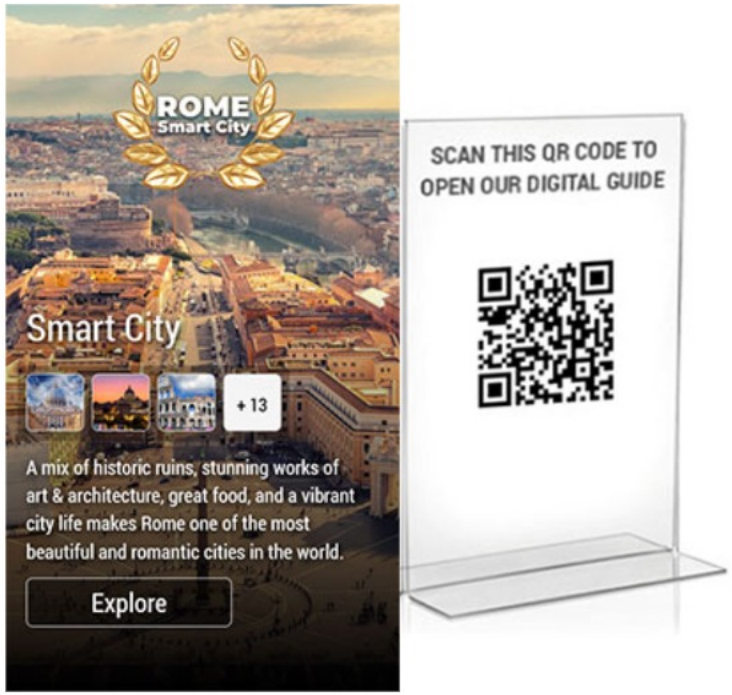
Welcome to Hotel
Digital Guide
for Hotels and Resorts



London Hostel
Digital Guide
for Hostel

DIGITAL GUIDE EXAMPLES

CLICK DEMO OR SCAN QR CODE TO EXPLORE



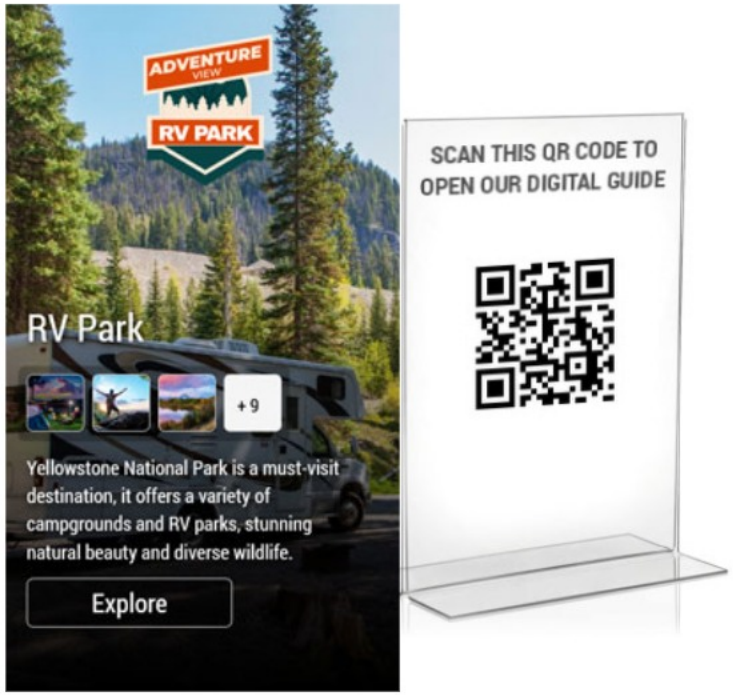
Smart City
Digital Guide for
Smart City

Welcome to Bancobai
Digital Guide for
Bank and Financial institutions

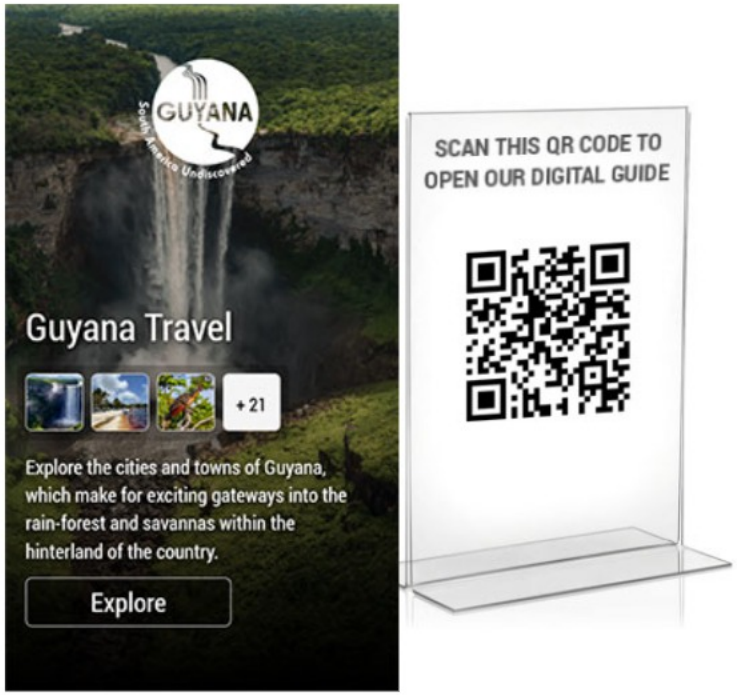
Healthcare
Digital Guide for
Healthcare and Medical institutions

DIGITAL GUIDE EXAMPLES

CLICK DEMO OR SCAN QR CODE TO EXPLORE



RV Park
Digital Guide for
RV Parks and Campgrounds

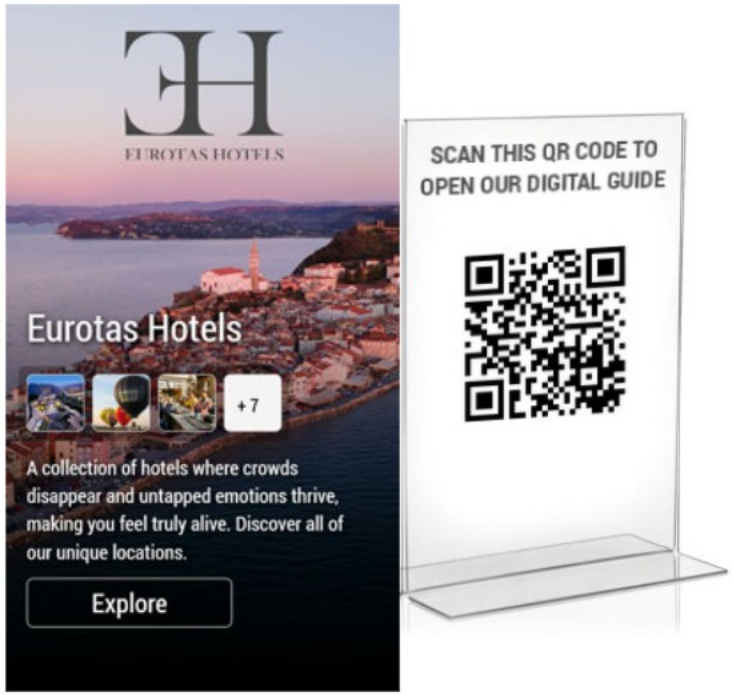


Guyana Travel
Digital Guide for
Travel Agencies

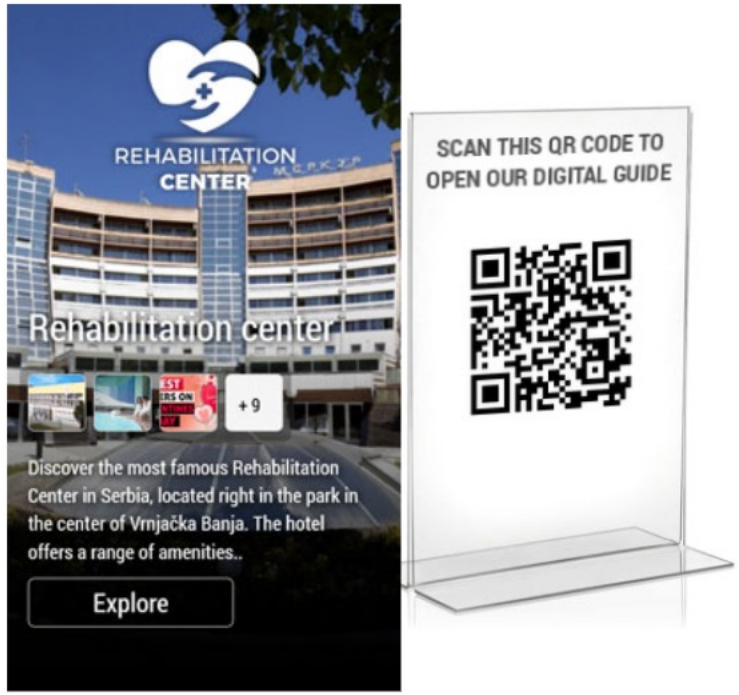
Welcome to Zambia
Digital Guide for
Countries and States

DIGITAL GUIDE EXAMPLES

CLICK DEMO OR SCAN QR CODE TO EXPLORE



Eurotas Hotels
Digital Guide for
Chained-Brand Hotels



Rehabilitation Center
Digital Guide for
Rehabilitation Centers

Care Home
Digital Guide for
Care Home and Assisted living facilities

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Sat: 12PM-8PM CET (6AM-2PM EST)