



PORT NETWORKS

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WIRELESS INTERNET A BEST-SELLER AT 2008 BALTIMORE BOOK FESTIVAL

Baltimore, MD – October 1, 2008 – To the naked eye, this year's Baltimore Book Festival looked like a traditional gathering of booksellers, authors, musicians, and readers. What couldn't be seen was a new twist: a free Wi-Fi network installed for the event by local service provider and event sponsor Port Networks. The high-speed, wireless network allowed vendors and attendees to get online no matter where they were in the festival area.

"We had a number of requests for wireless Internet at this year's festival," explains Bob Sicard of the Baltimore Office of Promotion & the Arts. "We were excited to have Port Networks sign on as a sponsor of our event, and pleased at how easy it was for everyone to get online during the festival."

The 2008 Baltimore Book Festival featured more than 200 author appearances and book signings; 125 exhibitors and booksellers; non-stop readings and panel discussions on eight stages; cooking demonstrations by celebrity chefs; poetry readings and workshops; panel discussions; walking tours; storytellers and hands-on activities for kids; street theater; live music; and a variety of food, beer, and wine. Tens of thousands of people stopped by over the three days of the festival.

In order to provide service at the event, Port Networks installed a temporary Wi-Fi base station near the Washington Monument, which broadcast 2.4GHz wireless signals in each direction to ensure complete coverage of the area. Anyone with a Wi-Fi capable laptop, PDA, or phone could sign on to the network free of charge and enjoy unlimited use during the event.

Having a Wi-Fi connection available allowed vendors to send and receive emails and process live credit card transactions through encrypted connections to secure servers. Visitors to the event were able to stay connected to breaking news and sports scores, and could also research topics of interest that they learned about during the festival.

During Saturday's rainstorms, satellite images of weather systems moving through the area were particularly popular, giving everyone at the event an idea when the heaviest downpours were due to hit.

Throughout the festival, Port Networks operated a "Free Wi-Fi Lounge" near the monument that offered couch space for those who brought their own computers, and loaner laptops for those who did not. Many attendees took the opportunity to sit down for a few minutes to update their blogs, check online book catalogs, and send email and photos to friends. Port Networks also provided wireless Internet service for VIP receptions in nearby buildings, using the same network.

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PORT NETWORKS, LLC

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WIRELESS INTERNET A BEST-SELLER AT 2008 BALTIMORE BOOK FESTIVAL, cont.

“We’ve been providing Wi-Fi to local events for more than five years,” says Rob Mikes, Sales Manager at Port Networks, “and we were pleased to support this year’s Baltimore Book Festival. The people who came out, in all kinds of weather, really seemed to appreciate having the Wi-Fi network available.”

Port Networks Event Wi-Fi is available for public and private events, both indoors and outdoors, and is an ideal solution for making the Internet available to crowds gathered at meetings, parties, festivals, and trade shows. For pricing, please contact the company’s sales department at (410) 637-3707.

About Port Networks

Port Networks is a privately-held wireless equipment developer and Internet service provider, located in Baltimore, MD. The company was founded in 2003 and serves customers in the marine, residential, and commercial markets.

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