

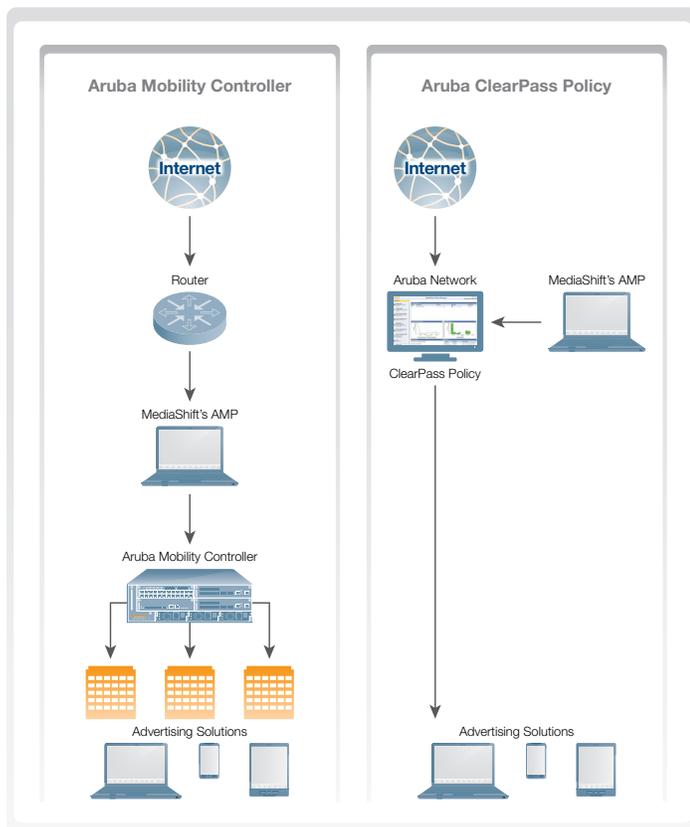
ARUBA NETWORKS AND MEDIASHIFT

Delivering Targeted Advertising Over Aruba Infrastructure

Are Wi-Fi networks cost or revenue centers? The answer depends on your perspective. IT departments purchase and deploy networking infrastructure, so from their vantage networks are cost centers. Wi-Fi, structured cabling, WANs, switches, servers – all are treated as expenses.

Branding, marketing, and advertising departments have a different take. These groups see Wi-Fi networks as a monetization platform – much like Web, TV, or print media – that touches customers and prospects. Through this platform contextually relevant, highly targeted promotional campaigns, loyalty programs, and calls-to-action can be pushed to drive incremental revenue.

Integrating network infrastructure with contextually-based messaging engines requires expertise in two distinct disciplines, a rare skill in most companies. Aruba and MediaShift have teamed to simplify the process.



WHY ARUBA & MEDIASHIFT

- Drives revenue by drawing premium advertisers over Aruba infrastructure throughout a user's browser session
- Leverages ClearPass and controller captive portals
- Works with smartphones, tablets, laptops, and PCs
- Mobile, desktop, and in-session ads
- Requires no network changes or new capital investments
- Does not compromise the user experience or network performance

MediaShift's AdVantage Monetization Platform technology interfaces with both Aruba's ClearPass Guest Access and Wi-Fi Mobility Controller, connecting advertisers to users both pre-authentication at the captive portal and after they're admitted to the network. The solution can be deployed as either a transparent bridge or as a high-availability configuration using industry standard PBR and WCCP protocols. The combined solution enables customers to monetize free and fee-based Internet access with revenue from high-value, targeted advertisers. The advertising presented by MediaShift's ad platform doesn't impact users' network experiences. And it's delivered without any out-of-pocket expense or investment, so revenue falls right to the bottom line.

Retailers, hotels, airports, conference centers, restaurants, and other public facing enterprises can now transform Wi-Fi from an expense into a revenue source. This shortens the infrastructure payback period, allowing the continuing annuity stream to underwrite network upgrades and maintenance.

ABOUT MEDIASHIFT

MediaShift is a digital advertising technology company that monetizes private Wi-Fi networks and web publishing sites, while offering advertisers access to one of the fastest growing audience platforms targeting on-the-go consumers. Advertisers can employ MediaShift across multiple devices, through videos, application downloads, lead capture, and other sponsored opportunities, to reach highly targeted customer segments. To learn more visit www.mediashift.com.



ABOUT ARUBA NETWORKS, INC.

Aruba Networks is a leading provider of next-generation network access solutions for the mobile enterprise. The company's Mobile Virtual Enterprise (MOVE) architecture unifies wired and wireless network infrastructures into one seamless access solution for corporate headquarters, mobile business professionals, remote workers and guests. This unified approach to access networks enables IT organizations and users to securely address the Bring Your Own Device (BYOD) phenomenon, dramatically improving productivity and lowering capital and operational costs.

Listed on the NASDAQ and Russell 2000® Index, Aruba is based in Sunnyvale, California, and has operations throughout the Americas, Europe, Middle East, Africa and Asia Pacific regions. To learn more, visit Aruba at www.arubanetworks.com.

ADVERTISING SOLUTIONS FOR CLEARPASS & MOBILITY CONTROLLERS

- Captive portal pre-network authorization
- Video
- Lead generation
- In-Session Ads
- Video overlay
- Ad rotation
- In-margin ads
- Content recommendation for Mobility Controller
- Mobile Engagement Platform for pre-network authorization
- App download
- Video
- Lead generation



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