



G-site Web Design & Consulting

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FOR IMMEDIATE RELEASE

Long Beach Launches Free WiFi Hot Zone w/ Portal Developed by G-site Web

Long Beach, CA – January 7, 2003 - G-site Web & Consulting has partnered with the Long Beach Economic Development Bureau, local companies: Development Tech, Color Broadband and MMInternet as well as national suppliers Vernier Networks and Intermec to create the City's first free Wireless Internet District. The Downtown Long Beach Wireless District ("Hot Zone") is the first step in a plan to develop wireless networks in selected areas throughout the city. "G-site's role in this project was to create *easy access* and develop *The Downtown Wireless Portal*, that would allow the visitors to discover local merchants," said G-site Web & Consulting founder Lorenzo Gigliotti.

Utilizing the 802.11b wireless standard the network allows anyone with a laptop computer equipped with a standard wireless card to lunch or dine on the patio of their favorite Pine Avenue restaurant and browse the Internet or answer email -- most properly equipped PDA's will work as well.

The User Experience

G-site's specialized web portal automatically loads when the visitor first logs on. The portal features links, specific to Long Beach events and Long Beach websites. Utilizing G-site's *LongBeachOnLine.net* database, the Downtown Portal gives local businesses and organizations an opportunity to reach an audience that is already in the area. Utilizing a "real time" event calendar, merchants and organizations can list upcoming events, dining specials, entertainment or any other activity that visitors would find interesting. Merchants may also purchase a variety of advertising packages. The goal is to maximize the downtown visitor experience by allowing visitors to find out about Long Beach. The portal also serves as a Downtown Internet portal as well. To view the portal visit: www.LongBeachPortals.com

System Nuts & Bolts

The wireless system connects to the Internet at the offices of Color Broadband. Access is controlled through Vernier Network's state of the art "IS 6000 Integrated System™." Color Broadband transmits the Internet signal to Intermec access points located along Pine Avenue. The end user is greeted with the easy to use "access" interface and the Downtown Web Portal developed by G-site Web -- utilizing its comprehensive *LongBeachOnLine.net* database. The portal is hosted at Long Beach's own MMInternet and is accessible by any computer through the Internet at: www.LongBeachPortals.com

The Wireless Team

Development of this system was coordinated by the Long Beach Economic Development Bureau and Development Tech with the cooperation of the Long Beach Department of Public Works. Partnering companies include: Color Broadband, Intermec, Vernier Networks and G-site Web / LongBeachOnLine.net

G-site Web & Consulting

G-site is a privately owned Long Beach based company, specializing in niche portal development including community portals, database development, content management applications and interactive web design.

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