



BLUETOWN

Connecting the unconnected

MORE THAN HALF OF THE WORLD'S POPULATION IS UNCONNECTED

Research shows that access to reliable communication is a self-reinforcing enabler for higher standards of living. Yet, more than half of the world's population — around four billion people — live in areas without basic modern connectivity.

BLUETOWN's connectivity projects in rural areas of the world reduce poverty, improve

access to information, reduce inequalities and gender divides, and provide affordable internet access to everyone.

By connecting the unconnected, we contribute to the achievement of the Sustainable Development Goals.



CONNECTING THE UNCONNECTED

The BLUETOWN model is based on six core elements

Adaptable technology

Our technology is highly adaptable as it connects with any internet source and works off-grid, solar-powered, and under rough conditions.

Affordable internet access

Our technological solutions and business models are designed to enable affordable pricing for end users, making the internet accessible for everyone.

End-to-end service

We provide an end-to-end service and manage all steps from finding an internet source to maintaining and commercializing the system.

LOCAL CLOUD

The LOCAL CLOUD offers easy access to data heavy content on eLearning, eHealth, and eGovernance free-of-charge to end users.

Local micro-operators

Local tech savvy entrepreneurs are hired and trained to build local ICT capacity and help people get online, sometimes for the first time.

Partner network

Collaboration with governments, NGOs, and companies ensures successful connectivity projects by joining complementary skills.

AFFORDABLE CONNECTIVITY FOR EVERYONE

BLUETOWN is a global internet and content service provider, specialized in making modern connectivity accessible and affordable for everyone. We have developed a sustainable

way to provide last-mile connectivity to unserved and underserved rural communities across the world.

BLUETOWN'S MODEL BREAKS DOWN KEY BARRIERS TO CONNECTIVITY



Barrier 1: No connectivity

- **BLUETOWN provides:**
 - Adaptable off-grid technology
 - Partnerships that push boundaries

Barrier 2: Unaffordable access

- **BLUETOWN provides:**
 - Cost-efficient technology
 - Free access to content on the LOCAL CLOUD

Barrier 3: Insufficient ICT skills

- **BLUETOWN provides:**
 - Micro-operator capacity building
 - Local partnership model

Barrier 4: Lack of relevant content

- **BLUETOWN provides:**
 - Local content on the LOCAL CLOUD
 - Micro-operators guide users

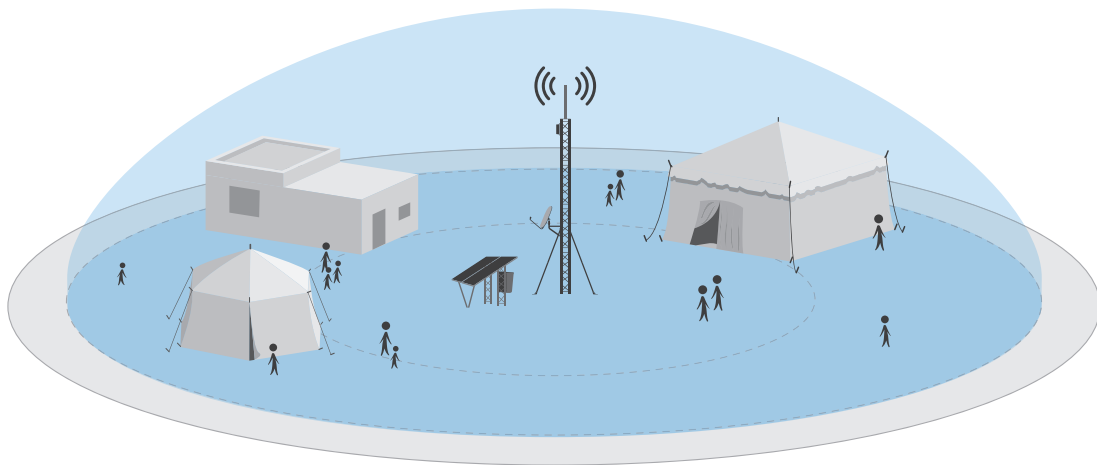


BLUETOWN REACH

The BLUETOWN REACH solution is designed to deploy internet connectivity via Wi-Fi in almost any area of the world, incl. in remote areas and under harsh environmental conditions.

Connectivity is backhauled by satellite, and the solution can be powered by solar panels, batteries, or existing grid power.

A complete system fits into three cardboard boxes and can be deployed in one day. This means that e.g. NGOs operating in disaster areas or satellite operators in the most remote areas can have functioning long-range Wi-Fi in no time.



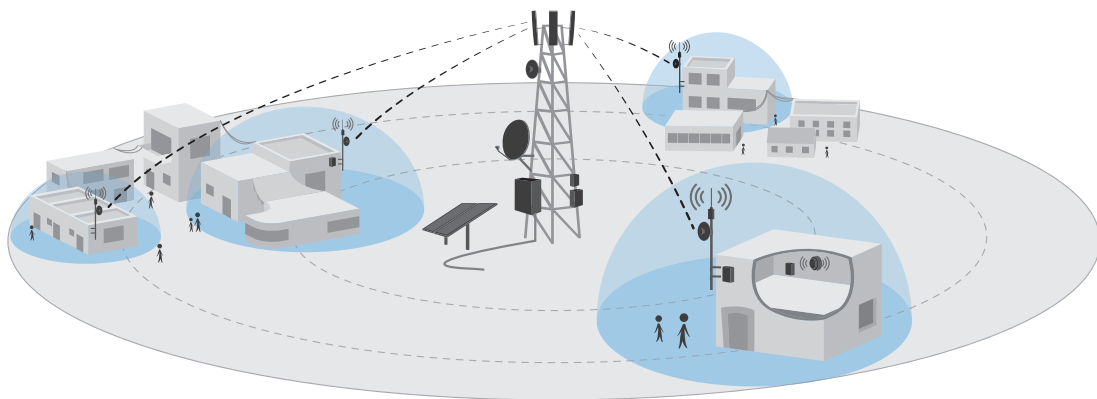
BLUETOWN UMBRELLA

The BLUETOWN UMBRELLA solution is a point-to-multipoint system, typically used in semi-urban and rural areas.

One UMBRELLA base station can connect up to 200 Wi-Fi hotspots, indoor and outdoor, within a range of up to 15km. Multiple base stations can be set up in a mesh of access points, making it easy to cover a

larger area or connect several communities starting from the same internet connection.

Connectivity is backhauled from either optical fiber, satellite, or microwave. The base station is designed to operate under harsh environmental conditions. The system can be solar-powered with rechargeable batteries for 24/7 performance.



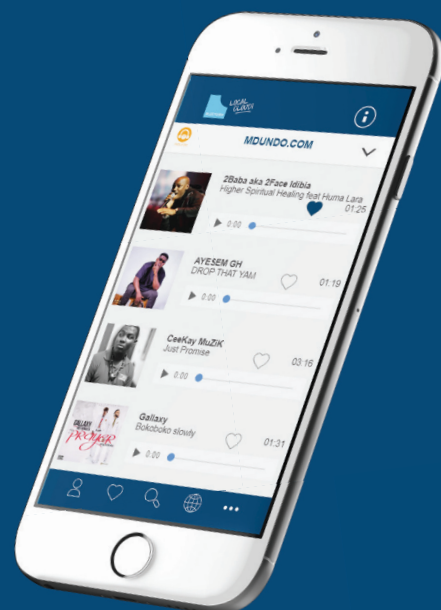
BLUETOWN LOCAL CLOUD

BLUETOWN's LOCAL CLOUD is an easy, fast, and cost-efficient way for governments, NGOs, and companies to distribute data heavy content to an unlimited number of rural communities with just one click.



The LOCAL CLOUD gives people in rural communities high-speed and free-of-charge access to eLearning, eHealth, eGovernance, digital agricultural content, entertainment, news, weather reports, and more.

This means that farmers get free access to locally produced HD videos on modern agricultural practices, health workers can get free access to evidence-based and up-to-date interactive clinical guidelines, and students are able to get free access to databases with state-of-the-art teaching materials.



GLOBAL IMPACT

India

Citizens of the Indian state Jharkhand can follow political debates in real time and local entrepreneurs can sell their products and services to clients from all over the world.

Tanzania

In the Tanzanian town Berege, the nurse is able to order medicine online to ensure that the local health clinic is prepared for disease outbreaks.

Rwanda

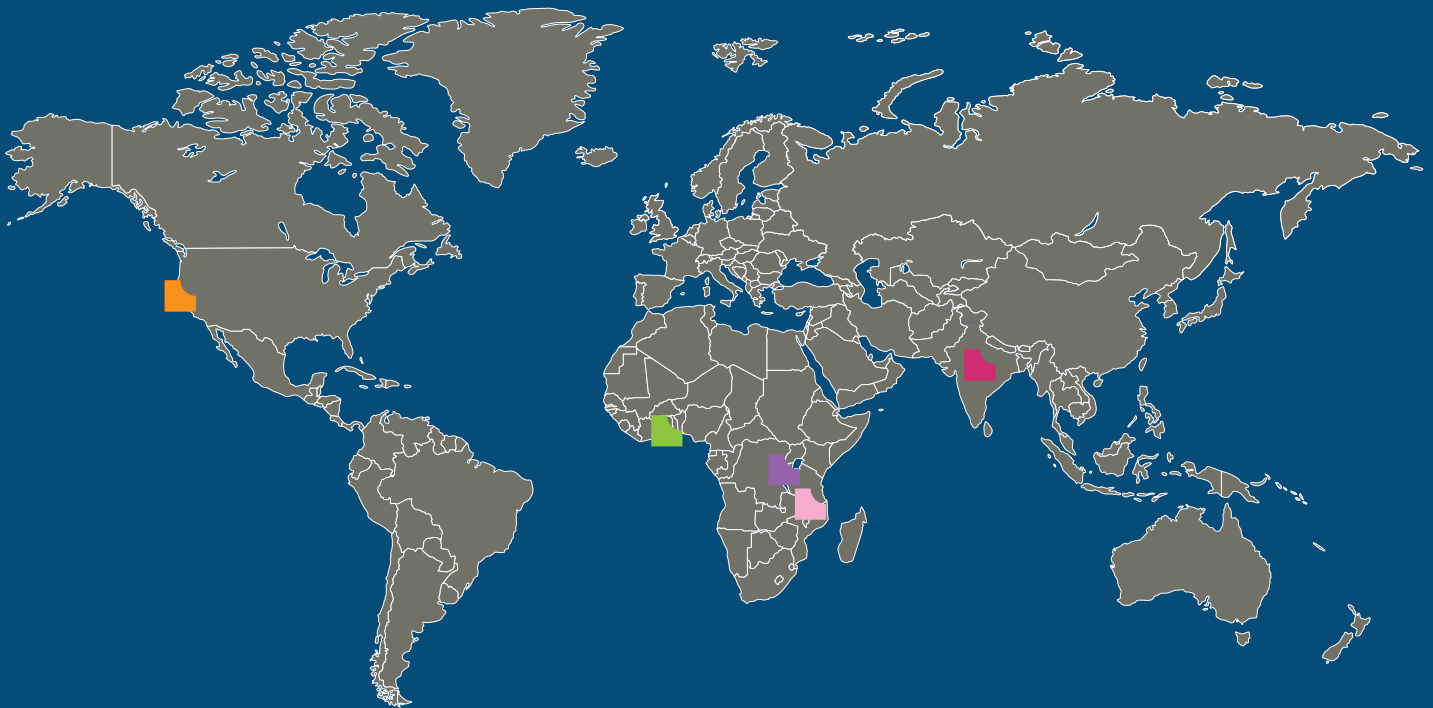
Government officials and local citizens in the Rwamagana District enjoy easy access to Rwanda's eGovernance platforms.

Ghana

Students in high schools and colleges across Western Ghana are able to use the internet for doing homework and practicing their English pronunciation with YouTube videos.

United States

Scientists at University of California use BLUETOWN's Wi-Fi system for rural areas to research how internet access can improve agriculture across the world.



BLUETOWN global offices

- Copenhagen, Denmark
- New Delhi, India
- Ranchi, India
- Accra, Ghana
- Dar es Salaam, Tanzania
- San Francisco, United States
- São Paulo, Brazil

About BLUETOWN

BLUETOWN is headquartered in Denmark, with an in-house Research and Development department.

Read more about us

Follow our journey at www.bluetown.com and on social media. **Facebook:** BLUETOWNwifi, BLUETOWNIndia, and BLUETOWNGhana.

LinkedIn: BLUETOWN. **Twitter:** BLUETOWNwifi.