

JOIKU
www.joikspot.com



JoikuSpot



Grand Prize Award



<http://asia.cnet.com/crave/2008/06/18/joikusoft-apac-winners-of-navteq-global-lbs-challenge/>



Innovation Recognitions



Nokia recognizes JoikuSpot as one of the TOP 8 most innovative mobile Software solutions in the world 2008



Symbian recognizes JoikuSpot with Symbian Star Award, the most innovative mobile software of 2008



JoikuSpot won MindTrek, the best wireless service in Finland 2008

JoikuSpot User Satisfaction

80% of users are either satisfied or extremely satisfied
66% of users use JoikuSpot on a weekly basis
60% of users use more internet because of JoikuSpot
71% consider being more productive because of JoikuSpot
86% state that JoikuSpot works well
83% have recommended JoikuSpot to a friend
32% state that they could not live without JoikuSpot
70% would openly state that they love JoikuSpot
80% state that JoikuSpot is a better connectivity solution than USB dongle
88% like Joiku brand
Nearly 30% have upgraded to flat rate data plan with their operator after starting to use JoikuSpot for internet access



- JoikuSpot may be the best internet connectivity solution for mobile
- JoikuSpot adds to the mobile data use sizeably

* Data from JoikuSpot user survey P1/2009; N=600

500.000+ Testimonials



JoikuSpot application is an innovative example of out-of-the-box thinking that introduces new use cases and demonstrates the full capabilities of the S60 platform," said **Seppo Oksa, Director of EMEA, Forum Nokia.** (PRESS RELEASE)



Alexander Puregger, FON's Director of Business Development, states, "FON is very glad to work with Joikusoft as the company is proving to be an innovative contributor to the proliferation of Wi-Fi. And FON is all about WiFi everywhere!" (PRESS RELEASE)



Bob Tedeschi, New York Times, 10.9.2008: Wireless networks are watching the rise of JoikuSpot and WMWiFiRouter with understandable interest. The carriers make money from people with unlimited data plans — like those who use JoikuSpot and WMWiFiRouter...



Tuomo Manninen, Taloussanommat 26.8.2008: Suomalaisen mobiiliosaamisen aatelia edustaa puhelimeen asennettava Joikuspot... Joikuspotin kautta käytettynä samainen yhteys puhkesi kukkaan... Mökkulan ongelma on, hmm, mökkula itse: tietokoneessani tikku tuntui olevan jatkuvasti tiellä, pakkauksesta löytyneestä jatkojohdosta huolimatta... Testin pohjalta suosittelen Joikuspotia. Samaa dataliittymää voi käyttää sekä puhelimessa että tietokoneessa, yhteyden voi halutessaan jakaa useamman käyttäjän kesken, ja sen asentaminen on helppoa.



Tim Stevens, Engadget Mobile, 15.8.2008: JoikuSpot is one of our favorite S60 apps, turning what is otherwise totally capable smartphone into a pocket-sized WiFi hotspot.



Om Malik, GigaOm, 5.2.2008: JoikuSpot, a new piece of software for the Symbian S60 smartphones, might be the best thing that's ever happened to web workers...



Sanj Matharu, Global Relations Manager, Samsung: I also use Joikuspot on the my Innov8 device (=Samsung phone) and I find it very useful on the move. Much better than using a USB mobile broadband solution.



Joiku in New York Times

tage lenses these days, though he had been firmly ensconced in the autofocus camp. He switched to older lenses not just for the good deals or the slower shoot-

millimeter f3.5 and Zeiko 50-millimeter f1.8 are steals at \$30 to \$60. Comparable autofocus lenses cost \$100 to \$300, depending on the manufacturer. The wide-aperture Pentax SMC Taku-

produce such stunning images that it compares favorably with a few lenses that cost more than \$1,000 — even when used on cameras like the Canon 5D and

repair.) Also, getting used to manual focus can be difficult, particularly for younger photographers born in the digital era.

cess that I was used to back in the day," said Mr. McCully. "It slows me down and makes me think about what I'm shooting. And it's more fun."

Cellphone and Software Open Up an Alternate Route to the Internet

Wi-Fi nomads are a sorry bunch, wandering with laptops open, hoping their modern-day divining rods can locate a free Internet connection.

Here's a tip: check your pocket. The cellphone there makes it possible to bypass the laptop cards and dongles that turn cell signals into Internet connections. New technologies are making it possible to bypass the wireless phone companies' old approaches as well as the steep monthly fees that accompany them.

At the moment, the Internet alchemy to turn the phone into a wireless Web transmitter is available only to a small subset of phone owners, since one needs a smartphone new enough to feature Wi-Fi connectivity. Those include newer-generation Nokia smartphones and some of the later Palm Treos, though more devices arrive each week. (iPhone owners, we'll get to you later, but the news is not good.)

Why use a Wi-Fi phone to send an Internet signal to your laptop when you could just use that phone to jump onto the Web? This trick is for times when your phone or laptop cannot pick up the local Wi-Fi signal.

And why would you want to go through the bother I'm about to outline? The best reason is that a data card or dongle costs up to \$150 or it is rented for a monthly fee, like a cable box. Sprint, AT&T and Verizon Wireless each provide data card services, ranging from \$20 monthly for casual users to \$60 for heavy users — all on top of the basic wireless subscription costs.

Here is the alternative. Getting the software for a smartphone is fairly easy.

E-mail: phonesmart@nytimes.com

People with smartphones featuring Windows Mobile software, like the AT&T Tilt, the T-Mobile MDA Vario III, the XV6800 from Verizon or the Mogul from Sprint, can go to WMWiFiRouter.com, where the application costs about \$30. Those with smartphones featuring Symbian software, like the Nokia E71 and the Samsung Omnia, can visit Joiku.com, where the software costs about \$21.

Both sites include a full list of compatible devices, as does a similar service, walkinghotspot.com, which had its debut this week. That service costs \$7 a month, and works on recent Nokia and HTC phones that have either Symbian or Windows Mobile Professional software, like the Palm Treo 800w. (No one has yet created such software for the BlackBerry from Research In Motion, so its users will watch this trend unfolding from the sidelines.)

Once the service is working, you will create what is actually a mobile hot spot. You will want to protect your service with a password to keep the connection safe from hackers and fraudsters. Even if no bad guys find you, the more users who are on your line, the slower your Web connection and the faster your battery will drain.

If you have a new smartphone, you are likely to have an unlimited data plan already. But if you do not, and you use these new applications for a few hours of video chatting, have the defibrillator handy before opening next month's bill.



The screen shows a user when an Internet connection has been made using WMWiFiRouter 1.2 software.

The hot spot software will work wherever you get a data signal, but it will work well only if you have a 3G connection. Check the carrier's coverage maps for that; otherwise Web surfing will be excruciatingly slow.

iPhone users are out of luck. Netshare, software similar to JoikuSpot and WMWiFiRouter, was withdrawn last

month from the iPhone application store days after it appeared. Netshare's parent company would not respond to e-mail messages seeking comment, AT&T referred inquiries to Apple and Apple would not comment.

Penny-pinchers who can get high-speed cell service at home may be tempted to scrap their Internet providers and use their phones as wireless modems. Nic Covey, an analyst with Nielsen Mobile, said: "If you're on a 3G network, it becomes an interesting possibility."

The networks certainly like the fact that more people connect to the Web with their cellphones. Mr. Covey said that 43 percent of those with mobile data cards use them most often at home, and 59 percent of them might ditch their home Internet providers as a result.

Carriers seem to have no problem with customers' use of the new software to make ends around the company's paid services, perhaps because they generally have no way of knowing when subscribers are using such software. But an AT&T spokesman, Fletcher Cook, suggested customers

might find more reliable or faster connections with AT&T's PC cards — a claim the sellers of hot spot software dispute.

Wireless networks are watching the rise of JoikuSpot and WMWiFiRouter with understandable interest. The carriers make money from people with unlimited data plans — like those who use

JoikuSpot and WMWiFiRouter — but they make more money from those who add laptop data card services to their monthly subscriptions, and even more from a monthly Internet service bill.

As more people buy fancier smartphones and inexpensive hot spot software, though, data card services will have a tougher time competing.

Quick Calls

Internet browsers are good at remembering the passwords for various sites. Now you can get a similar service for your phone. Ilium Software (IliumSoft.com) recently introduced eWallet, an application that saves personal information in an encrypted file so you can retrieve it when you visit password-protected sites. The software costs \$20 for Windows Mobile and Palm phones, and \$10 for iPhones.

Can't wait to share that new video or slide show with friends? Moblyng (moblyng.com) takes multimedia files you have uploaded onto MySpace, YouTube and other sites and sends them to a cellphone. The free service detects how much multimedia your friend's phone can handle and sends an appropriate version.

Carriers often add services and pricing plans, but few people have the time to keep track. BillShrink.com, a free service, will do the work on your behalf. Type in your needs and budget, and the site sends you an e-mail message when a better plan comes along.

Everything you need
know for your business day
is in Business Day.
The New York Times



Company



Joikusoft is a largest and most rapidly growing Mobile Wi-Fi HotSpot operator in the world



JOIKU Product Portfolio

JoikuSpot Wi-Fi (WLAN) software

Joiku social community

JoikuShop software webshop

SHADE AppStore platform

MapSpot GPS service



Privately held company, founded in 2007 in Finland, financed by its founders



Joikusoft was the first in the world to unveil and bring to the market a Mobile Wi-Fi HotSpot software solution for Nokia S60



Light



JoikuSpot turns your mobile phone instantly to a secure mobile WLAN (Wi-Fi) HotSpot

HTTP(S) protocol support

WLAN access to internet with laptops, iPods and internet tablets

Secured access and user control

Multiple parallel connections

User definable access point and settings

GPS location mapping

S60 3rd Edition phone support

Free download at www.joiku.com



www.joiku.com



Premium



JoikuSpot turns your mobile phone instantly to a secure mobile WLAN (Wi-Fi) HotSpot

All the JoikuSpot Light features +
Secured access to corporate intraweb (VPN)
Email protocol support
Full support for all network access protocols
No forced default landing page
100% customizable for operator whitelabeling and licencing
S60 3rd Edition phone support
Purchase at www.joikushop.com



www.joikushop.com

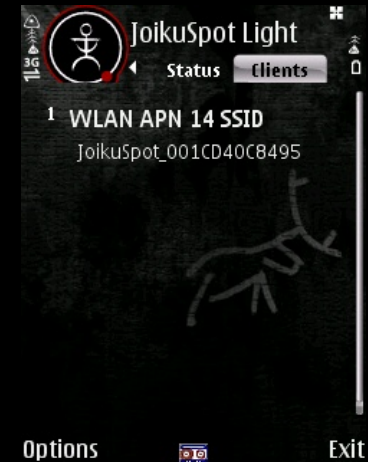
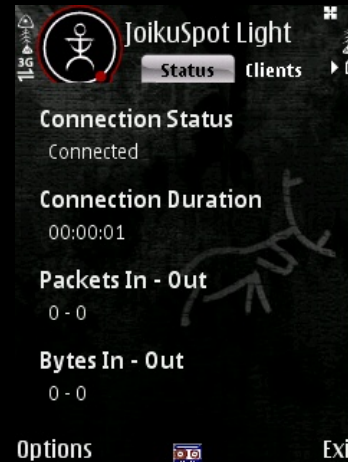
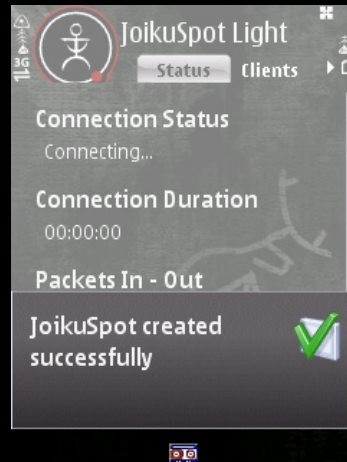
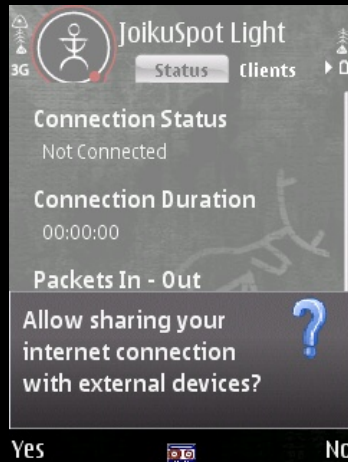


Internet Everywhere



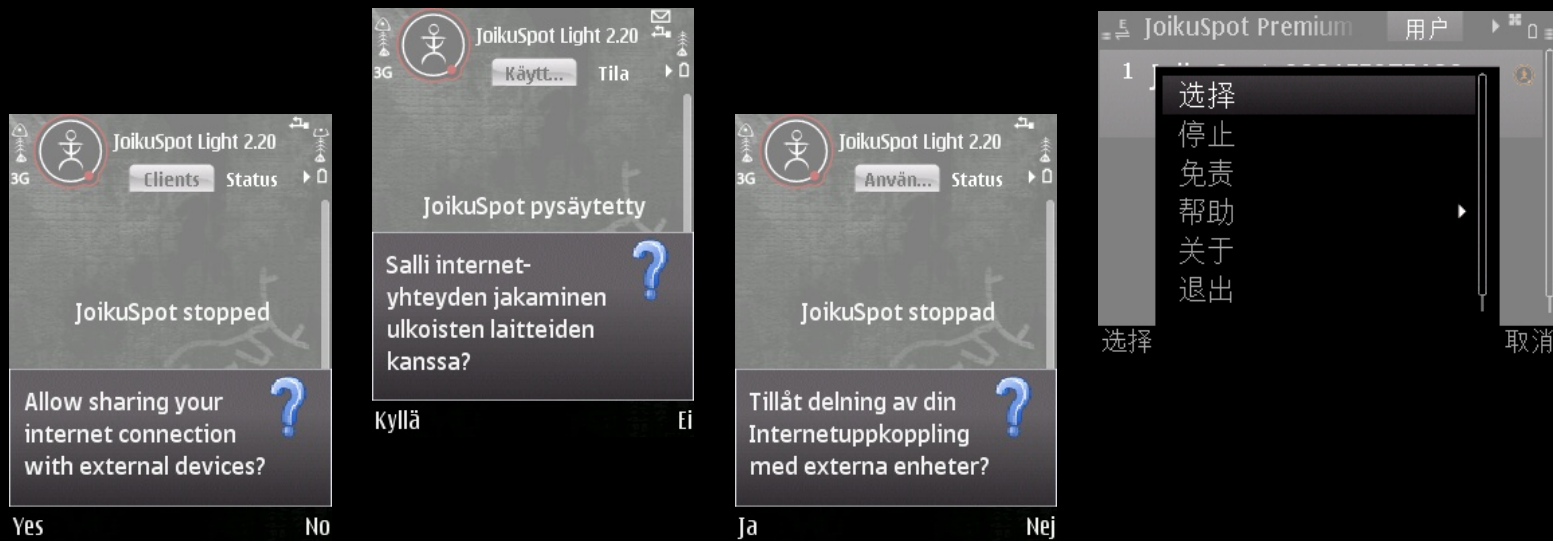


JoikuSpot Client





Speaks 25 languages



English, Finnish, German, Italian, Spanish, Swedish, Chinese, Japanese,...



Internet On-the-Go



JoikuSpot shares mobile phone's 3G internet connection securely over WLAN (Wi-Fi) to any device



JoikuSpot turns mobile phone instantly to a Mobile WLAN HotSpot



JoikuSpot installs directly to a mobile phone



JoikuSpot is software based. No additional hardware or cables needed



JoikuSpot replaces effectively Bluetooth, iRda, PCSuite, USB Modem and fixed HotSpot internet connectivity options



For Operators



Benefits:

Wi-Fi is by far the easiest way to establish internet connection

Users of JoikuSpot upgrade to fixed and high speed mobile data plans

Users of JoikuSpot use more mobile data and bring higher mobile data ARPU

Wi-Fi access point offered by operator helps retaining and winning over subscribers

Wi-Fi spreads. Today laptops and iPhones, tomorrow mp3 players, gaming consoles and digital cameras.



Customizable elements for OperatorSpot include:

Look and feel and branding

Network access point settings and default landing pages

Access point naming

Supported protocols definition

Text prompts and languages

Settings customization (e.g. battery threshold warnings)

Data parameter posts to network based back-end systems

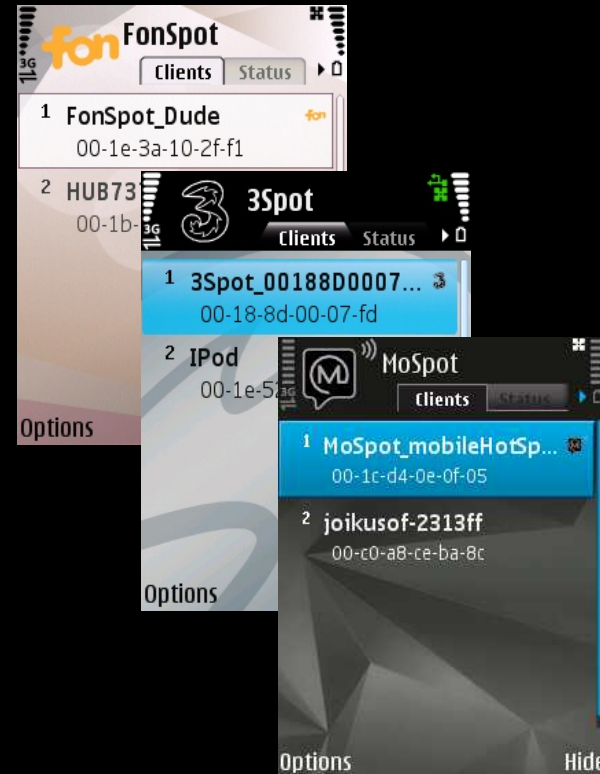


Operator Branded Client



Valinnat

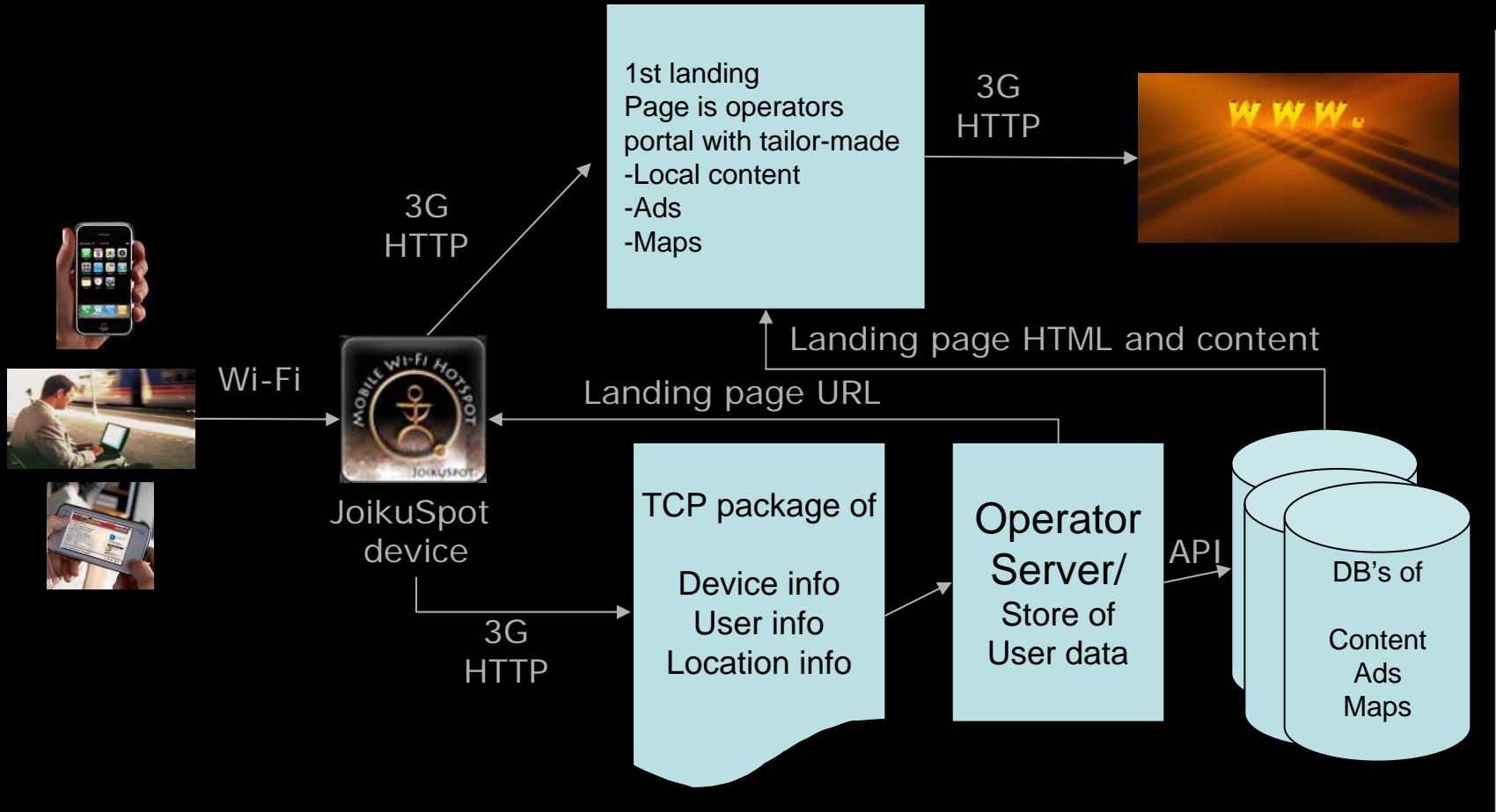
Poistu



Fully customized client for operators



E2E Architecture





Custom landing page

JOIKUSPOT PREMIUM

EASY AND SECURE
INTERNET ACCESS ANYWHERE!

Connect your laptop or iPod to internet everywhere through your mobile phone, and enjoy 3G speed.

JoikuSpot turns your phone to a mobile WLAN HotSpot. No need for USB dongles, cables or Bluetooth. Email, secured access and corporate intraweb (VPN) supported. JoikuSpot software installs direct to your phone, and you will carry 3G internet in your pocket, and can share it over WLAN with your friends.

1.
2.

JOIKUSPOT PREMIUM

方便又安全

任何地点, 通过手机让你的手提电脑或iPod登录网络, 并享有3G的速度。

JoikuSpot 将你的手机变成无限局域网点。无需USB软件保护器, 连接线或蓝牙。支持email, 安全登录 和 VPN(虚拟私人网络)功能。将 JoikuSpot 软件直接安装于手机, 随身携带3G, 并通过WLAN和朋友一同分享。

1.
2.

Landing page can be customized per any parameter client posts, e.g. Language and include e.g. local ads & maps



Operator References



JoikuSpot Premium
for 3 Customers

**3 goes Wi-Fi with JoikuSpot Premium
powered 3Spot**

JoikuSpot for DNA



**DNA Finland launches JoikuSpot for
DNA mobile broadband customers**

<http://www.joikusoft.com/?action=partners>



Operator References



MBD offers JoikuSpot Premium powered MoHotSpot FOR FREE in Germany



Joikusoft and FON unveil FonJoikuSpot for the Fonero community

<http://www.joikusoft.com/?action=partners>

Hosted AppStore for OpCos



fon spot

FonSpot for Mobile
Easy internet access anywhere!

FonSpot turns your mobile phone into a mobile WiFi access point
Connect your laptop to the Internet anywhere using your mobile phone and enjoy 3G speeds. No need for USB dongles, cables or Bluetooth. With FonSpot for Mobile you can access your mobile Internet connection using any WiFi laptop or gadget and share your connection with your friends nearby.

1.

2. **Purchase FonSpot at JoikuShop**

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Logos: MasterCard, VISA, Verified by VISA, MasterCard, VISA, PayPal



dnä

JOIKUSPOT PREMIUM

Yhdistä läppärisi tai iPodisi nettiin WLAN:illa käyttäen kännykkäsi 3G internet yhteyttä.



JoikuSpot muuntaa puhelimesi langattomaksi WLAN-tukiasemaksi, ja voit jakaa puhelimesi liikkuvan laajakaistayhteyden useille laitteille tai vaikka kavereillesi. JoikuSpot on JoikuSoft Oy:n tarjoama sovellus, joka asennetaan WLAN-ominaisuudella varustettuun puhelimeen. JoikuSpot yhdistää myös turvallisesti yrityksesi sisäverkkoon ja sähköpostiisi. [Lue lisää JoikuSpotista.](#)

Saadaksesi täydet tehot irti JoikuSpotistasi, suosittelemme liittymääsi nopeaa ja kiinteähintaista DNA Matkanetti-palvelua. DNA Matkanetin avulla voit surffata netissä kotimaassa ilman yllättäviä kuluja. Lue lisää [DNA Matkanetti-palvelusta.](#)

Hanki JoikuSpot matkapuhelimeesi

1.

2. **Osta JoikuSpot JoikuShopista >>** **Tilaa DNA Matkanetti >>**

Fully Joiku-hosted AppStore for OpCos

www.joikushop.com/fonspot or www.joikushop.com/dna

OpCos own AppStores



PLANET 3
Mobile AppStore



MOSPOT
WebStore



ADTRONIC
Mobile AppStore

OpCos own AppStore deployments

www.three.com.au or www.mospot.de or www.joiku.com



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JOIKU SPOT
TURN YOUR PHONE TO A MOBILE WLAN HOTSPOT

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www.joiku.com



JoikuShop



Recommended Product

★★★★★ 4.64 (11 votes)



JoikuSpot Premium

JoikuSpot turns your phone to a Wi-Fi HotSpot. Share your phones 3G internet connection over WLAN with laptops and iPods. Premium comes with VPN so you can access corporate intraweb and email.

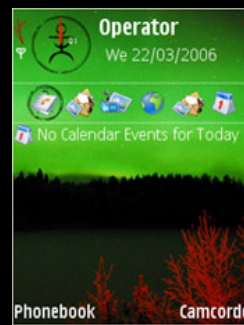
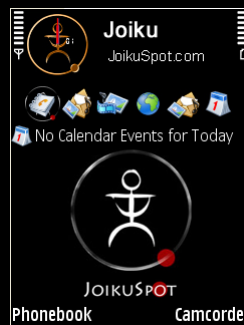
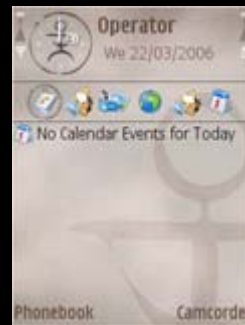
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Free Joiku Art





Who's behind



Lasse Mäki, CEO, was one of the founders when Joikusoft started on 1st of June 2007. Mäki had worked over 7 years in large Nordic operator TeliaSonera.



Tom Ojala, Founder and Chairman of the Board of Joikusoft, is a CEO and Partner of [Symmetria Software](#). Prior to his career as an entrepreneur, Tom worked for Nokia USA in capacity of Marketing Director for Forum Nokia.



Timo Saraketo, Founder and Member of the Board of Joikusoft, has 15 years of experience in management level positions around the world in big multi-national corporates such as IBM and Nokia.



Jouni Salmi, CTO, Founding member and Member of the Board of Joikusoft, leads technical projects of Joiku. Jouni is also a COO and Partner of Symmetria Software



Ari Backholm, Board Member and Advisor to Joikusoft, brings over 10 years of solid growth management and entrepreneurship experience in the mobile industry. Ari is based in Palo Alto, CA, USA.



WapOnline Ltd. is a partner of Joikusoft, and brings expertise in carrier-grade mobile application and services platforms. WapOnline delivers mobile content and platforms in 14 countries in relationship with 22 mobile network operators today.

<http://www.joikusoft.fi/?action=contact>



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<http://www.joikusoft.fi/?action=contact>



Users choose Nokia because of Joiku

amazon.com Hello, Tom Tapani Ojala. We have [recommendations](#) for you. (Not Tom?)

Tom's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards

Shop All Departments Search Arts & Photography

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Customer Review

8 of 9 people found the following review helpful:

★★★★☆ **I really, really wanted to like this**, July 8, 2008

By [Asi](#)

I really wanted to like the N78 - filled to the brim with all sorts of features in a very attractive case - but it was just too buggy to live with. Being able to set the phone up as a wireless access point using the brilliant JoikuSpot download was incredible, and certainly one of the things I'll miss most as I repackaged this and ship it back to Amazon.

I feel (or at least hope) that my unit was just defective, so take some of the issues I had with a grain of salt - it may not happen on all devices, but here are some of the things I experienced:

1. Camera zoom stopped working after the first picture taken. It's a digital zoom, so not the most critical thing in the world, but still annoying when you want to frame a shot and can't. This was fixed when performing a factory reset using the *#7370# combination, however once I tried re-importing contacts, the camera zoom would break again.
2. I kept getting the phone's welcome message - about twice a day - no damnit, I don't want to see an introductory video on how to use the phone, leave me alone already!
3. Browser would crash and freeze constantly.
4. Phone would randomly restart - like right after going into Contacts to make a call.

What I liked

* JoikuSpot. One of the primary reasons I bought a Nokia - the ability to have a 3G based wireless access point on me at all times is really powerful and useful.



Apple users also value Joiku

engadget

3G + N95 + JoikuSpot + WiFi + iPhone = 3G iPhone (the hard way)

by [Thomas Ricker](#), posted Feb 6th 2008 at 7:06AM

In the unlikeliest of unions since Julia and Lyle, we bring you some hot iPhone on N95 symbiotic action. Using the free JoikuSpot application released this morning, you can now turn any S60 smartphone into a WiFi hotspot. Yes, just like [WMWiFiRouter](#) does for WinMo devices. Sure, the solution doesn't make much sense from locations with tethered Internet and you *can't encrypt* the http and https (only) traffic. But if you've ever been in a WiFi dead spot and needed to share access (think PSP gaming), this type of solution is pretty unbeatable. Assuming you have an unlimited data plan that is. Click the read link for the video.

[Via [IntoMobile](#)]

[Read -- Video](#)

[Read -- JoikuSpot](#)





Bloggers are active

engadget
:mobile

Posts with tag [joikuspot](#)

Joikusoft joins FON to share Symbian hotspot love

by [Tim Stevens](#), posted Aug 15th 2008 @ 5:57PM



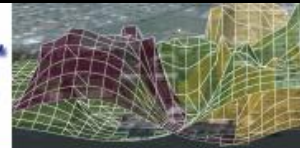
[JoikuSpot](#) is one of our favorite S60 apps, turning what is otherwise totally capable smartphone into a pocket-sized WiFi hotspot. Now the company behind it, Joikusoft, is partnering with FON to release a new version called FONspot, which will turn Symbianes into [Foneros](#). (*Symbianes?*) Users will be able to share their mobile hotspots with up to 5 friends and, in keeping with FON's business model, access those provided by others Foneros free of charge. No word yet on up-front cost, but the updated app is due sometime in Q3 2008 which is... right now, actually.



500.000+ articles

My Techbox Online

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Software Box	Server Box	Storage Box	Security Box	Laptop Box	Mobility Box

Meet the Pocket Internet Provider

By Rakesh Raman



*In July this year, Nokia recognized Joikusoft's JoikuSpot as one of the most innovative mobile software products in the world. It was, in fact, a reward for the company's belief that you can carry a Wi-Fi hotspot in your pocket; it can be mobile with your handset. In just a year of its inception, it's already a profitable venture. The man behind Finland-based Joikusoft's success is **Tom Ojala**, chairman of the Board of Joikusoft, who is supported by his colleagues as founders. Let's meet Tom to know more about his voyage in the cutthroat mobile world.*

Tom is an old player in the global mobile game. He had a 10-year-long stint with Nokia and as director of marketing at Nokia USA, he was responsible for promoting Nokia's global developer community, Forum Nokia. Also, as the CEO of Symmetria Software, he manages the business of building and operating branded online sales shops like the Nokia Software Market.



500.000+ articles

The screenshot shows the Reuters website interface. At the top left is the Reuters logo, consisting of a circular orange pattern and the word "REUTERS". Below the logo is a navigation bar with "LATEST NEWS" and a red play button icon, followed by the headline "BUSH APPROVED SECRET ORDERS FOR PAKISTAN RAIDS: REPORT".

Below the navigation bar, there are two main content areas. On the left is a featured article titled "What's Ahead for Russia?" with a sub-headline "Reuters Russia Investment Summit Exclusives" and an image of a building with blue domes. On the right is a large banner for "REUTERS BUSINESS & FINANCE" with a "Top" link.

Below these sections is a breadcrumb trail: "You are here: Home > News > Article". The main article title is "Nokia Recognizes First 2008 Forum Nokia Innovation Series Developers". The date and time are "Wed Aug 13, 2008 8:17am EDT".

Below the article title is a row of social sharing and utility links: "Email", "Print", "Share", "Reprints", "Single Page", and "Recommend (-)".

At the bottom of the article preview is the text: "Program Selects and Provides Go-to-Market Support for Small- to Mid- Sized Developers Seeking Access for Applications and Services to World's Largest Mobile Device Market".



500.000+ articles

Talouselämäkuvasto

Torstai 11.9.2008

TALOUS ✨
SANOMAT

Ajatukset
Ajatukset

KOLUMNI
Ihanaa
mainontaa t
täydeltä? »
Syvä Kurkku

Etusivu Uutiset ▼ Pörssi Teknologia Markkinointi Yrittä

KOLUMNI

Kolme tietä langattomasti verkkoon



3G-yhteydet ovat mahdollistaneet verkkoon pääsyn joka niemestä ja saarelmasta. Eniten tämä helpottaa nk. urbaanien nomadien elämää (ihmisiä, joilla ei ole varaa/halua työhuoneeseen).