

Exhibición 40 - WISPA Folleto que me muestra como Presidente

WISPA SERVICE DETAILS

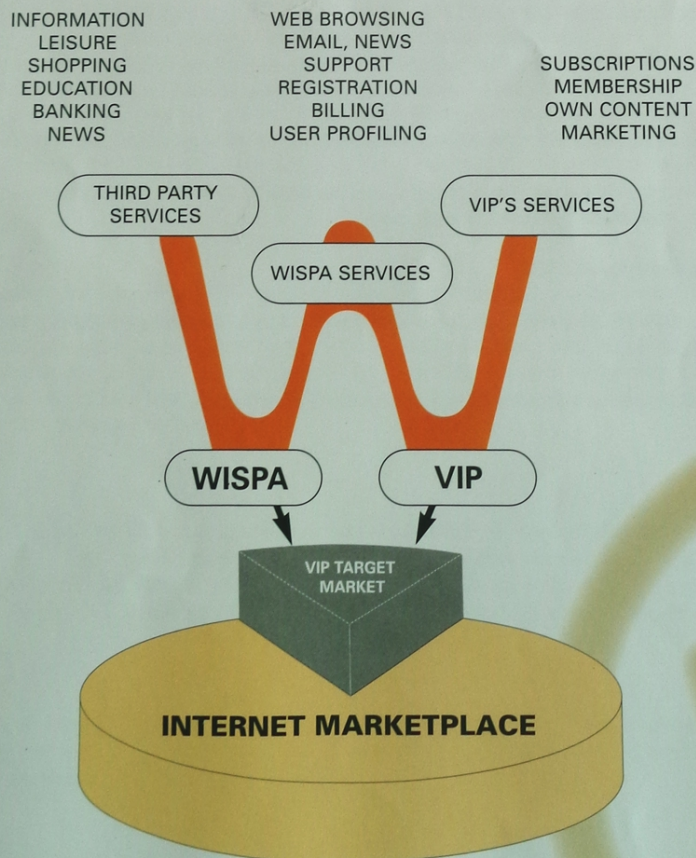


The Virtual Internet Provider Service

WISPA's aim is to simplify the whole process of selling and servicing Internet access subscriptions, so you can concentrate on your core business. The Virtual Internet Provider service includes:

- Design, duplication and supply of your own registration disk or CD-Rom, to allow the subscriber to register with your service, and direct them to your home page each time they log onto the WISPA network
- Automatic registration and billing of your subscribers, through credit card or direct debit, with monthly payments to you
- Installation and operation by WISPA of all registration, billing, domain name, authentication, email, news, search and web servers
- A 24-hour technical support and user help desk, with a user handbook
- Quality assurance by monthly service performance statistic and reviews

VIP Route to Market



WISPA Account Tariff: VIP Dial

Volume of subscribers	VIP monthly charge	VIP annual charge
500 - 1000	£8.00	£90.00
1001 - 3000	£7.00	£80.00
3001 - 5000+	£6.00	£70.00

Recommended end user tariff: £10 per month or £115 per annum

VIP Dial: Media Production Charges

Quantity ordered	3 1/2 disk	CD ROM	Mastering charge
1000 - 2000 2000 - 10000 10000+	(Prices on application)		

Notes:

1. Initial VIP Dial tariff is determined by the VIP's target subscriber volume for the first 12 months.
2. Minimum non-binding target is 500 subscribers in the first 12 months.
3. Monthly or annual subscriber charges are payable in arrears to WISPA by the subscriber, by credit card or direct debit. Level of subscriber tariff to be agreed in advance with WISPA.
4. Subscriber tariffs at less than the agreed VIP Dial tariff by negotiation with WISPA.
5. CD and 3.5" floppy disk mastering charge applies only to first batch, or if content of disk is revised when new batch of disks is ordered.
6. All prices are exclusive of VAT.
7. All products and services are supplied under Terms and Conditions of Sale of WISPA (UK) Limited. E&OE.
8. The above prices are not fixed and may vary from time to time.



WISPA

WISPA UK Ltd
8 Devonshire Row
London EC2M 4RH

Tel: 0171 375 0464
Fax: 0171 247 3882
www.wispa.com

Virtual Internet Provider - VIP

WISPA's Virtual Internet Provider has changed the face of Internet delivery. Currently, your clients use other Internet Service Providers (ISPs) to access the 'Net', but did you know that they can access the Net using your company as their ISP? With WISPA your company or organisation can become a Virtual Internet Provider (VIP).

As a VIP it is your screen that a subscriber sees each and every time he signs onto the Net

Why should you be a VIP?

- Capture Internet users and bring them straight to your message or product.
- Enhance your brand awareness with immediate daily impact.
- It provides you with a powerful promotional tool.
- Provides the opportunity to sell your products every time your customers sign on.
- Generate incremental revenue from your customers.
- Provide the highest quality Internet service to your customers.
- Minimal entry costs with no advance.

WISPA allows you to provide your customers with a very competitively priced high quality Internet service.

WISPA delivers a complete 'one-stop', fully managed Internet service: not only access to national and international networks and Internet services, but also all of the customer-facing services, from registration and billing, to a 24 hour help desk. To achieve this, WISPA has formed three major partnerships:

RACAL

To meet the exacting standards WISPA has set for network capacity, quality, security and resilience, we selected Racal as our national network partner, delivering local rate call access nationwide. Racal manages major government and commercial data and voice networks in the UK, and continues to invest heavily in the latest high capacity network technologies. Using best-in-class platforms from Cisco and Sun, the WISPA network ensures the highest standards of service for VIPs and their subscribers.

TMI

TeleMedia International, or TMI, is a wholly-owned subsidiary of Telecom Italia, providing advanced data, voice and image transmission services to multinational companies and organisations. TMI provides WISPA with its international dimension, using high capacity circuits to the US and Europe, with access to facilities in over 100 operating centres worldwide.

WESTPORT

WISPA's majority shareholder, Westport, is owned by Thompson Investments, adding to our understanding of the needs of media companies and other content providers, and maintaining our focus on innovative solutions for the Internet.

Who can be a VIP?

The Internet is the fastest growing communications medium ever, with over one million new users worldwide joining every month. Now you can enjoy increased brand awareness and incremental revenue by providing Internet subscriptions to your target market, without the investment and operational issues confronting the 'conventional' Internet service provider.

WISPA's VIP service opens the door to media and publishing companies, retailers, associations, clubs, business groups and many more market sectors.

Publishing

Becoming a VIP is a natural extension of a title into the new medium of the Internet. Simply by attaching your own branded cover disk to your titles, you ensure rapid public awareness and take up of your VIP service, opening up the readership to a new sales channel for other products and services, such as other titles, merchandise etc. In addition, it creates closer ties with your readership, with more frequent access to your messages in "real time."

Other Media

Use of the VIP service creates a natural market share growth opportunity for TV programmes, broadcast and cable channels, and cable operators using the complementary medium of the Internet. Your VIP subscribers can receive trailers, competitions or promotions every day as they log in.

Retailers

The VIP service is a valuable addition to existing affinity programmes, creating promotional and sales opportunities every time customers use the Internet. Reward or incentive programmes can be built around Internet subscriptions, providing long term visibility of your brand.

Clubs and Associations

A wide variety of sport, leisure, music and entertainment bodies can increase the bonding between themselves and their members through up-to-the-minute information, online audio and video presentations and promotions. By issuing email addresses such as *john@united.net*, you ensure a high retention rate for your Internet users.

Business Groups

Business and professional bodies can use the VIP service to improve communication, sharing business, legal and company information with individual members, and creating virtual forums for discussion of key issues.

Subscription-based Organisations

The provision of VIP services, on a monthly tariff basis, is a natural extension to the operation of many organisations already collecting periodic subscriptions from their membership.

Financial Institutions

By controlling the means of access to the Internet for their account holders, financial institutions are ideally placed to promote related products, as well as providing up to the minute financial information to their subscribers.



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CORPORATE OVERVIEW



Company Structure

WISPA (UK) Limited (WISPA) is jointly owned by the management, PLI Limited and Westport Group plc, the majority shareholder, is fully listed in London and backed by Thompson Investments. This background provides WISPA with its financial strength and a clear focus of the media sector.

Objectives

WISPA provides services to third parties wishing to sell Internet access subscriptions, without the need for capital investment or the retention of specialist staff on their part. Such parties are known as Virtual Internet Providers (VIPs), to distinguish them from the historical Internet Service Providers (ISPs).

The key benefits to the VIP of capturing these subscribers includes promotional, advertising and sales opportunities each time your registered subscribers access the Internet through your home page, increased brand awareness in the high growth medium of the Internet, and a recurrent revenue stream from subscriptions.

Initially delivering services within the UK, the WISPA operational model has been designed to allow easy replication in other countries, within a short time-scale. European operations will be established immediately following the launch of the UK service.

Infrastructure

The WISPA network infrastructure is planned to support in excess of 50,000 subscribers during its first year of operation. Located in Telehouse in London's Docklands, the WISPA network operations centre provides the design authority and overall management and planning functions for the worldwide network. For the key elements of the VIP service, WISPA has negotiated strategic supply agreements with two major suppliers of telecommunications services:

Racal

Racal Network Services is a subsidiary of the Racal Electronics group, which has a combined worldwide turnover of £940m. RNSG operates principally in the UK, and is the provider of some 50% of the network services contracted by the UK government. In addition, RNSG provides a dial in service for 15,000 users in the health community, via the Healthlink network, and RNSG is contracted by Camelot to provide connections to some 30,000 National Lottery outlets nationwide.

Racal Network Services offers WISPA a unique capability to connect client sites nationwide through some 600 network nodes, with a future investment programme in excess of £40m over the next two years. WISPA has contracted for the supply of a national access managed network service to enable end user clients of VIPs to access the service for the cost of a local call. All key systems will use Cisco products to maximise manageability and performance of the expanding WISPA network.

The Racal group will also be responsible for the provision of innovative Internet server and support products, to complement the access network. These will be based on Sun Microsystems platforms.

TeleMedia International (TMI)

TMI is a wholly owned subsidiary of Telecom Italia, one of the ten largest telecommunications companies in the world, with annual revenues in excess of \$20 billion. TMI provides advanced services for data, voice and image transmission to multinational companies and organisations, with a network that spans Europe, the Americas, Asia, Australia and Africa.

Through TMI, WISPA has access to one of the most comprehensive global data networks available today, with main nodes in London, Milan, Rome, Hong Kong, Buenos Aires, New York and Los Angeles, with triangulated and meshed cables ensuring a resilient service world-wide. TMI will be making available space within over 100 worldwide network operations centres for WISPA nodes. In addition, TMI provides its clients with a 24 hour, 365 day network management service, with support in English and local languages.

Sales and Marketing

Target markets have been researched in detail and sales channels have been established that recognise the key role of the VIP as the interface to the end user.

Key Personnel

Gary Owens, Chairman, strategic business development

As the founder and chairman of WISPA, Gary Owens is responsible for the strategic vision of WISPA and the ongoing development of key industry relationships. Gary has carried out extensive research into all aspects of the Internet services market during the past four years, and has an in depth knowledge of the market dynamics and leading players.

Wayne Lochner, Director, UK Sales

Wayne has had a highly successful career over the past 20 years within the financial services industry. During the period 1991 - 1995 Wayne was regional CEO for MAI plc, responsible for Asia, Middle East and Australasia. More recently Wayne became director and co-owner of PLI Limited, a company which provides executive solutions to the finance industry with particular emphasis on Internet based products and services

Paul Taylor, Director, Operations

Initially specialising in product development with Racal Electronics and his own design consultancy company, Paul joined the Misys plc group in 1985, becoming managing director of Misys Communications. Most recently, Paul was business manager for the Networks and Desktop Services division of Siemens Nixdorf for the UK operations.

Terry Plummer, Director, Corporate Development

Terry began his career at Unilever International where he spent 10 years in a marketing and selling capacity. During this period he was seconded to various group companies as part of the executive management training programme. Between 1987 and 1991 he was CEO of Hobson plc, a quoted company involved in marketing and sales of consumer products. Subsequently Terry was managing director of a company that he formed and which sold own-brand consumer products around the world.



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