



Family Zone Box

PRODUCT DESCRIPTION

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1. Introduction

This document provides a description of the current cyber safety market challenges, in addition to the features, benefits and other relevant information of the Family Zone Box and Home Zone service.

The core components that constitute our Home Zone Service are:



Family Zone Box

A dual-band 11ac Gigabit Access Point/Router that can be deployed at home, a friend's house, internet cafés and schools. It enables the control of almost any WiFi enabled device (PC, Mac, phone, tablet, Smart TV and gaming consoles) without the need to download and maintain software on each individual device.

Home Zone Service

The service a Family Zone customer subscribes to either on a monthly or annual basis that gives them unlimited user and device protection on the Family Zone Box.

Virtual Cloud Controller (VCC)

A Cloud-based configuration and control server which is used to manage and deploy configuration updates to the Family Zone Box. The VCC takes customer changes from the Portal and controls the delivery and deployment of the required configuration changes to the customer's Box. The VCC also controls the delivery of updates to the Family Zone Box, allowing improvements, such as new firmware and features, to be 'pushed' to active customer units.



Cyber Expert (CE)

A Person or organisation involved in cyber-safety providing advice and support, who has established trusted relationships with a community. A parent chooses which CE they subscribe to and from that point their age appropriate settings are applied to each child. Parents can rest assured that an expert in the cyber safety who shares their parenting philosophy will continue to update their child's settings as new approaches and risks emerge.



Family Zone Portal

A customer's gateway into the Family Zone. An intuitive UI that allows a customer complete control, presented appropriately on any device, of all their Family Zone services. With respect to their Family Zone Box the portal will enable the customer to register, activate their Box, choose a Cyber Expert, name and apply a unique policy against each user, plus many other features.

1.1 INTENDED AUDIENCE

This document is intended for MNO's, ISP's, hardware OEM's and other Resellers of the Family Zone who require detailed information on the Family Zone Box and Home Zone Service.

This is not intended to be a detailed technical document as this will be provided separately if required, upon a more detailed understanding of the customer ecosystem.

1.2 GLOSSARY

Term Description

App	Application	MNOs	Mobile Network Operators
APN	Access Point Name	MNP	Mobile Network Portability
BYOD	Bring Your Own Device	NIST	National Institute of Standards & Technology
CE	Cyber Expert	OEM	Original Equipment Manufacturer
CPE	Customer Premise Equipment	O & M	Operations & Maintenance
CSR	Call Centre Representative	OS	Operating System
CX	Customer	PC	Personal Computer
EC2	Amazon Elastic Computer Cloud	PSK	Pre-shared Key
FZ	Family Zone Cyber Safety Ltd	QSG	Quick Start Guide
IE	Internet Explorer	SMS	Short Message Service
IP	Internet Protocol	SN	Social Networking
ISP's	Internet Service Providers	UI	User Interface
LTE	Long Term Evolution	VCC	Virtual Cloud Controller
MDM	Mobile Device Management	WiFi	Wireless Fidelity
MMS	Multimedia Message Service		



2. Cyber Safety

2.1 THE NEED FOR A UNIVERSAL APPROACH

Today's parents are the first generation dealing with the challenges of keeping kids safe online. Connected technology is now fundamental to our kids' social lives, for their entertainment, education and their future opportunities.

Issues such as sexting, cyber bullying, cyber stalking, viruses, spamming, online scams, online grooming, online predators and access to inappropriate material are parental challenges unimaginable only 10 years ago.

And the risks inherent in connected technology are changing. Internet filtering, once the major challenge for parents is now dwarfed as an issue by the exposures created by the explosive growth of social and gaming mobile Apps.

Research in cyber safety and parental control tells us:

- Cyber safety issues such as access to age appropriate internet content, cyber bullying, cyber stalking and time management are high profile and becoming a significant issue for parents across the world.
- Whilst there is a proliferation of vendors and technologies in this space no current solution provides broad enough features to manage a family's entire parental control needs.
- With the complexity and cost of creating a cyber-safe environment and with the technical capability of children often exceeding their parents, the vast majority of families are either barely or completely unprotected.
- Cyber safety is a uniquely modern parenting problem and this lack of precedent, the rapidly changing nature of technology and the lack of a universal, trustworthy solution means that typically parents do very little, hoping that nothing 'bad happens'.

However research clearly shows that the majority of our children are exposed to real dangers. Finding in recent research include:

- 87% of youth have witnessed cyber bullying
- 39% of youth do not enable privacy settings on social networking sites
- 14% of youth have posted their home addresses online
- 49% of youths have regretted something they have posted online
- 93% of boys have accessed online pornography with 39% of late teen boys actively seeking it
- 46% of kids go online in their bedroom or other private room and over two thirds (70%) at a friend's house
- More than two in five (44%) of 9-16 year olds say they have encountered sexual images in the past 12 months
- 34% of 11-16 year olds have seen one or more type of potentially harmful user-generated content
- 15% of 11-16 year old internet users have received sexual messages ('sexts')
- 34% of children have had contact online with someone they have not met face to face





2.2 TODAY'S APPROACHES ARE INADEQUATE

Parents seek a solution that is broad in features, effective everywhere, operates on any platform, managed online, is easy to setup and operate, is affordable and is accommodative of real-world situations.

But today's parental controls solutions are typically too complicated, too narrow or too expensive and so take up is extraordinarily low despite the profile of cyber safety and what's at stake.

Limitations of current options for parents include these:

Wireless Routers

A number now offer basic filtering services although many are difficult to configure. Often the filter applies to all users of the router which is undesirable for parents. They provide no solution for when a child moves onto the mobile network or uses other WiFi routers. A child's policy only applies to that specific WiFi access point.

Search Engines

Google Supervised Users and IE Parent Controls are very complicated to install and focus on filtering only. Kids simply launch a different browser to bypass any controls.

ISPs

Very PC focused offerings. They struggle with legacy systems and worry about the reputational impact of getting it wrong. Typically offer a once-size fits all solution meaning parents offer differentiated access.

Niche Mobile Software

Typically mobile-centric and locked out of Apple (unless user willing to jailbreak device), limited to only a few users and extremely expensive.

Mobile OS providers

Apple and Android are only interested in providing solutions for their own devices. They don't take a holistic view of a child's daily routine and therefore kids remain exposed on many levels. In particular Apple's sensitivity to user privacy and locking down their platform undermines their parental control offering.

Government

Whilst governments want to be seen addressing this major social issue, attempts to deploy a national filter have either been blocked (e.g. Australia) or failed in terms of uptake and user experience (e.g. UK or Indonesia). Customers want it to be their choice who, what and when they filter.



2.3 THE FAMILY ZONE

FZ was established to build a universal approach to cyber safety.

FZ is the realisation of our vision to bring together all of the best people, organisations and technology in cyber safety into one easy to use 'place'.

We've strived to make it easy and affordable for parents to get the best possible tools and advice.

At its core the FZ initiative is a community response to cyber safety, empowering parents with the tools and recommendations of the people they trust.

FZ and our resellers make the FZ available to parents and cyber safety experts and then step out of the way, allowing these communities to develop and configure solutions.

With the FZ, parents now have realistic choices and can now focus on the needs of their family.



2.4 CYBER SAFETY'S GROWING PROFILE

Media attention towards the many potential online dangers to our children is growing. Truly horrifying stories are appearing daily all over the world concerning cyber bullying, sexting, stalking and related abuse, self-harm and suicide. Stories of teens addicted to adult content, children not sleeping, disruptions at school and so on.

This in turn is forcing governments to take a much firmer stance on cyber security. As an example the Australian government, unable to pass legislation to mandate internet filtering, is creating a new cabinet role of Children's E-safety Commissioner. This position is tasked to better understand and tackle this growing social issue and will apply as much 'pressure' as possible on companies not doing enough to protect Australian children.

Across the globe government's and powerful community groups including religious institutions are pressuring and in some cases forcing carriers and application providers such as social media companies to provide parental controls and to block & remove offensive material.

Responding to these community and regulatory demands is a difficult challenge for the telecoms industry. The relevant customer segments are not high yielding and yet there are potentially large costs to support these features. Furthermore, there are major inherent limitations in what can be done by individual providers. And offering a qualified child-safe service promise creates legal, commercial and reputational risks.

Our view is that parental controls should be available across any Telco service but responsibility for parental controls needs to be abstracted from the carrier and placed in the hands of parents.

And so we have built the FZ platform to allow our partners to enable and be proactive in cyber safety but to do so in a way which hands responsibility for parental control services to the FZ, parents and their trusted cyber safety advisers.

FZ also creates a brand new revenue opportunity and establishes kid's Telco services as targetable segment.

By leading the way our Telco/ISP partners can gain first mover advantage on a new revenue stream and can maximise media exposure and community relations. As the FZ evolves catering for new threats you can be assured you are always a step ahead of competitors and community expectations for cyber safety action.

2.5 PARENTAL CONTROL'S GLOBAL MARKET

ABI Research calculated the global parental control software market revenue in 2013 as \$1.044B and expects it to double in the next four years¹.

ABI Research suggest while advanced digital education for children remains deficient, the demand for control and blocking solutions remains high. ABI add that the market will be driven primarily by parental spending; to a lesser extent, educational institutions and information and communication service providers.



3. Family Zone

3.1 INTRODUCTION

Family Zone, a publicly listed company on the Australian Stock Exchange, is the world's first Universal Parental Control solution.

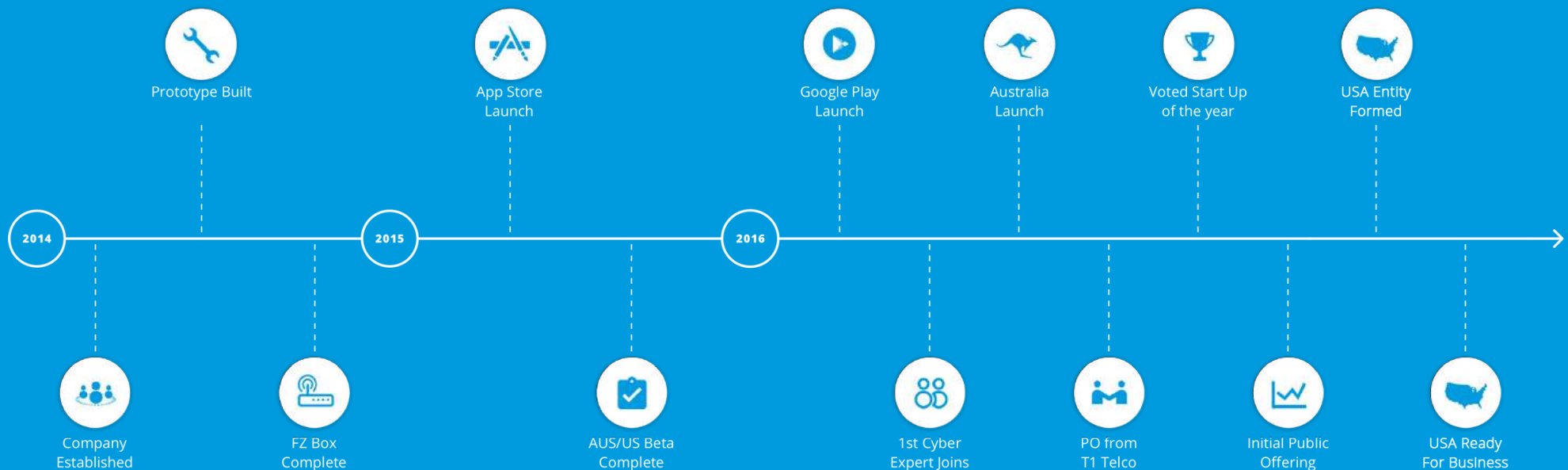
It has been designed to work across the world's leading devices and on any access network.

It has been designed to incorporate all of today's contemporary parental control features and to expand and incorporate others as threats arise and solutions are found.

It has been designed to be resold by "communications access providers". It de-risks parental control for operators, enabling world's best practices, affordable services, low cost deployment and new customer value creation opportunities.

FZ leverages active cyber safety industry participants. These become partners in the FZ, offering subscription based Parental Control configurations tailored for specific market segments such as religious, school or even subtle differences in parenting styles.

A completely innovative approach to cyber safety, one in which we and our partners can facilitate (for a fee) access and then essentially get out of the way as concerned parents and qualified experts work together to create cyber safety solutions.



3.2 PLATFORM OVERVIEW

The diagram on the right highlights the FZ building blocks; three distinct service offerings that can be offered independently, or when operating together offer the best protection available today.



FZ Portal

An intuitive web-based portal which is the parent's single gateway into the Family Zone. From the very first customer interaction for account creation and service activation to choosing the relevant FZ subscription, CE or any other parameter, the parent can manage every aspect of their child's cyber safety experience from this cloud-based portal.



FZ App

An App utilizing VPN and MDM capabilities of iOS and Android devices to provide filtering and advanced device controls. This Product Description focuses predominantly on this service.



FZ APN

'In-line' filtering enabled through mobile APN settings. A user's access policies can be enforced when the child moves off WiFi onto the mobile network without the need for an App on the device.



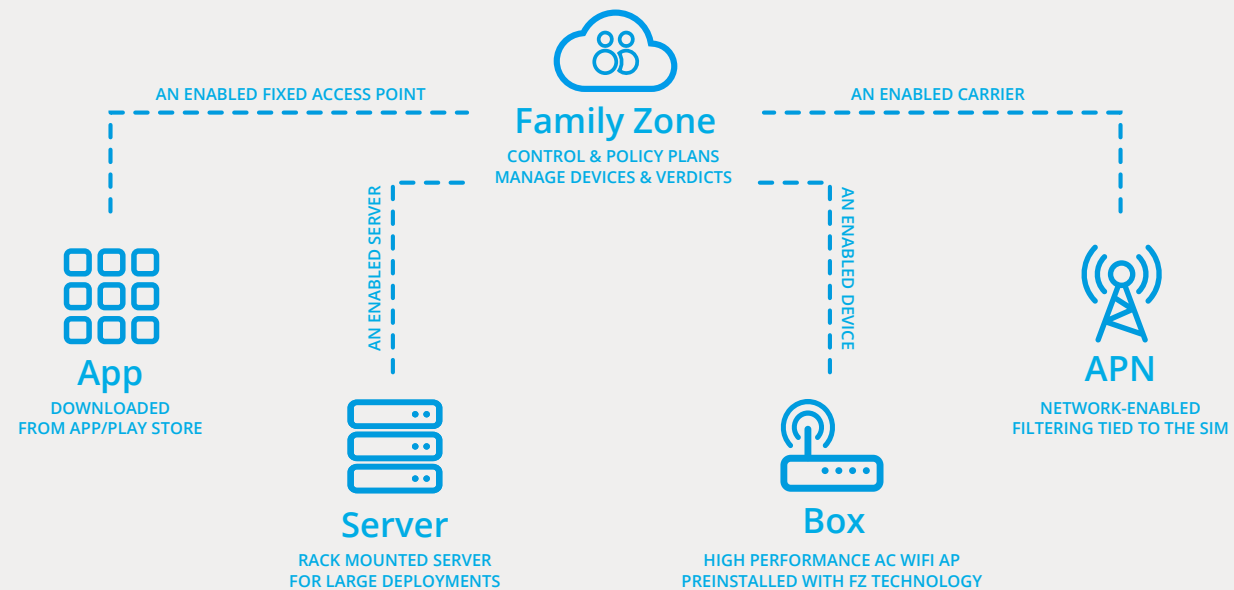
FZ Box

The parent's chosen policy will be enforced whenever their child is connected to a Family Zone WiFi box, whether at home, a friend's house or local café.



FZ Server

For large scale enterprise grade deployments (e.g. schools, corporations, shopping malls, libraries, Multi-dwelling units, hospitals) the Server enforces users' policies without the need for the Box.





3.3 INNOVATION: A UNIVERSAL APPROACH

Unlike anything before it, the FZ offers an innovative universal approach to cyber safety. Parent controls can be applied on any network and on the world's most popular mobile devices.

Importantly the FZ offers flexible and intuitive parent controls that roam across devices, platforms and networks.

Our unique layered approach to parental control offers parents the best possible protection for families and it offers service providers value-adding opportunities on each access service and on each connected device.





3.4 INNOVATION: CYBER EXPERTS

Cyber Expert Partners are a key component of the Family Zone's unique value proposition.

Cyber Experts are respected experts in the field of Cyber Safety with a strong loyal following. They remain constantly on top of the latest on-line risks and parenting challenges.

In certain markets they will be religious organisations, trusted celebrities or other respected cyber safety organisations.

Cyber Experts develop their own policy settings that are relevant for their customers and aligned to their specific cultural, religious or philosophical needs.

In addition, Cyber Experts can integrate their FZ settings into their established parental and education programs, which offer a broader impact and additional revenue opportunities.

Through the FZ Cyber Expert Partner program, parents get:

- Access to cyber safety professionals.
- Access to profile settings specifically tailored for their views of parenting.
- Access to automatic settings and feature updates.
- Ongoing advice on how to engage and communicate with your child and their digital world.

And we and our reseller partners get:

- Access to the information and talent of a global field team of experts.
- To hand responsibility for Parental Control settings and advice to those better placed.
- To leverage established brands and to activate the customer networks of these partners.
- Opportunity to work closely with religious intuitions to provide users with a policy that adopts and enforces their religious beliefs. This becomes an extremely sticky and difficult to copy proposition.



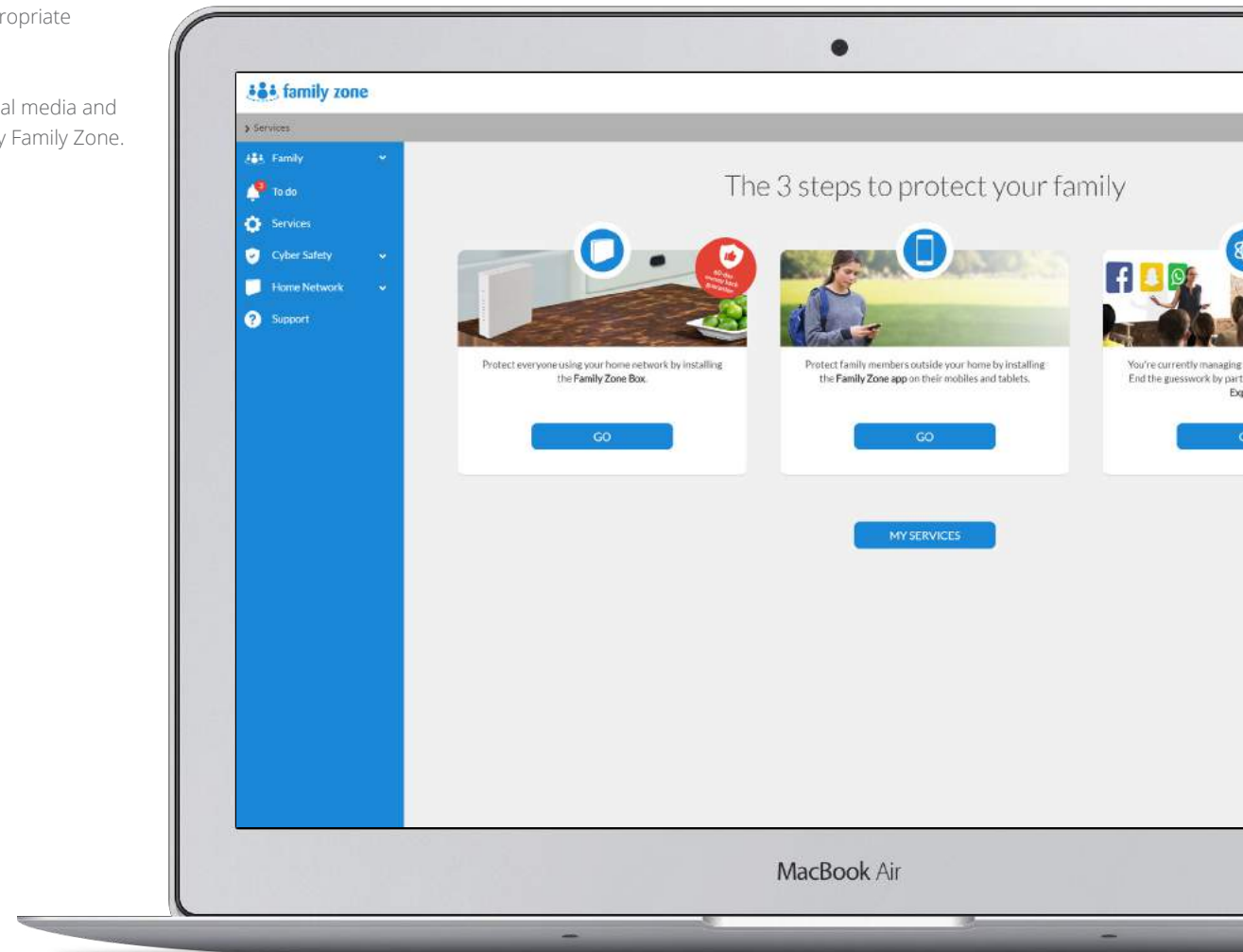
3.5 FAMILY ZONE ACCESS SERVICES

3.5.1 Family Zone Portal

The Portal is the web-based UI in which users of the FZ can register their family members, devices, select a Cyber Expert and then tailor settings and schedules for their lifestyle and children's needs. The following image shows the portal dashboard, including the customer's to-do list requiring their action, as well as a summary of all the key information and changes a parent will want to regularly see and make.

Importantly when a customer subscribes to the Family Zone they inherit age appropriate profiles either via the DIY package or Cyber Experts.

Parents do not therefore need to worry about defining what websites, App's, social media and device features a child of a specific age should have access to. This is all preset by Family Zone. Parents can of course choose to customize any of these settings.



3.5.2 Family Zone Box

The Family Zone Box (customised WiFi access point) and Home Zone Service (monthly or annual subscription) create a safe and managed network in your home, school or retail premises.

The key benefits of the FZ Box are stronger protection for your family through dynamic in-line filtering, application of controls on network users, enforcement of your parenting values when guest devices are used within your household and advanced features such as fast filtering and support for split families.



Key features are:

FZ enabled: The FZ Box service is in constant contact with and integrated to the Family Zone and Cyber Expert settings.

User Identification: The FZ Box will identify any device connecting through it. By passing this information to the FZ platform, users can be uniquely identified and policies enforced.

Internet content filtering: Using over 70 categories of internet content each user policy is designed to block and allow age appropriate content through your child's daily routine.

Super-Fast Filter: If a particular user is permitted to access a website then this decision is stored locally in the Box. This means better internet performance than any standard access point filter.

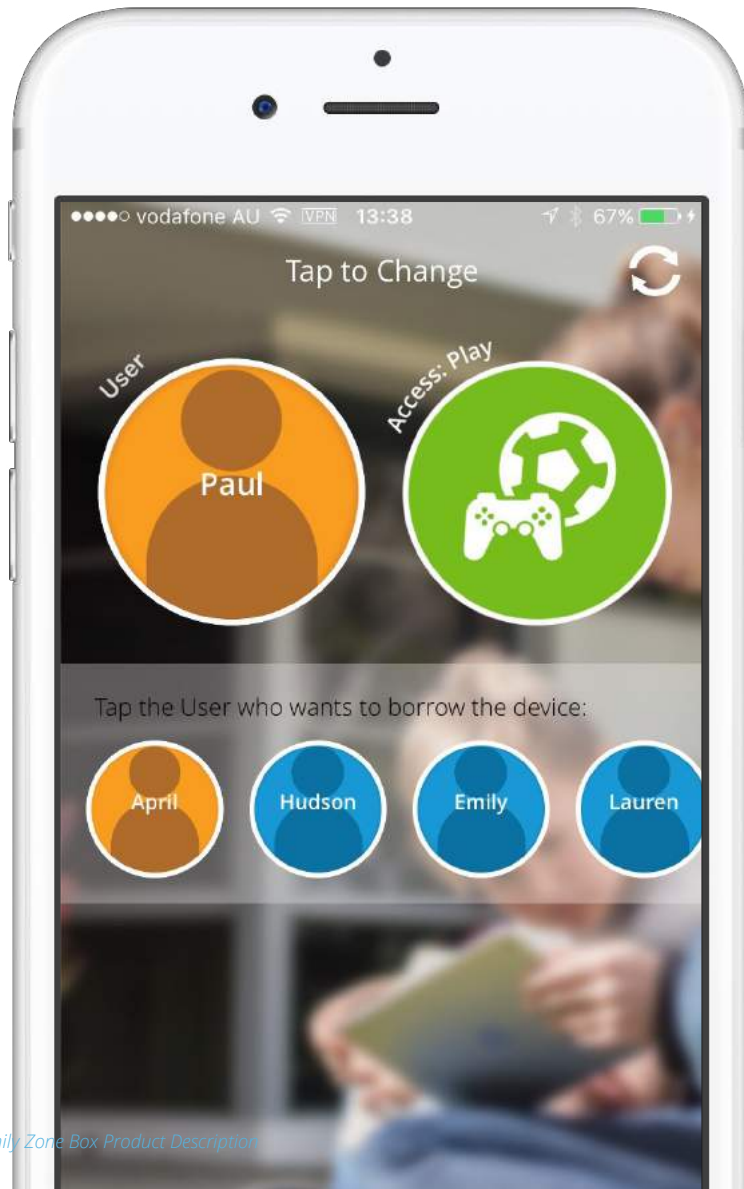
Policy Roaming: Anywhere with a Box installed is part of the FZ. Accordingly your child's specific policies will apply wherever and whenever they connect to a FZ Box, including at friend's houses, school or local internet café.



3.5.3 Family Zone App

Mobile Zone is an App (plus security and VPN utility) that is installed on your child's device which leverages the MDM capabilities in-built in iOS and Android.

The FZ App works with family & user settings created in our Portal to enforce Parental Controls through the device.



Key features are:

FZ enabled: The App is in constant contact with and Integrated to the FZ and Cyber Expert Partner settings.

Internet content filtering: Using over 70 categories of internet content each user policy is designed to block and allow age appropriate content through your child's daily routine.

Device feature manager: Set access to mobile device features such as camera, screen capture and in-App purchases. Works on both iOS (Apple) and Android devices.

Controlled Social & Apps: Your Cyber Expert has identified a range of social networking services and Apps which they suggest you control access to. Working together with the internet filter, these controlled social networking, chat and gaming services are blocked and allowed through your child's daily routine.

Unsafe Social & Apps: Your Cyber Expert has identified a range of social networking services and Apps which they suggest you completely block. By default these Apps will be blocked however you can modify access settings through your child's daily routine.

Policy Roaming: Any device with the App enabled is part of the FZ. Furthermore your child's specific policies will apply wherever and whenever they connect via the FZ App, APN or Box.



3.5.4 Family Zone APN

The Family Zone APN Service works with a mobile carrier network to implement in-line filtering inside the network via an APN (Access Point Network).

Parents can have comfort that filters and call management functions can be enforced even if their child hacks on-device controls or swaps their SIM card to an un-controlled device.

As the FZ APN Service is in-line (in the mobile network via the APN) the FZ can be enabled for any legacy feature phone, not just Smartphone's. This is a major value-add for developing nations where smartphone usage is still a small percentage of existing devices.

Key features are:

Family Zone enabled: The APN Service is in constant contact with and Integrated to the FZ and Cyber Expert settings.

Internet content filtering: Using over 70 categories of internet content each user policy is designed to block and allow age appropriate content through your child's daily routine.

Feature phone support: As enabled in-line via the mobile network this allows the Telco to offer a filtered internet service to legacy feature phones where the FZ App cannot be downloaded.

MiFi device support: MiFi devices do not support an App download, however via the FZ APN deployment such devices can be filtered and therefore marketed as child safe. This offers a Telco additional revenue streams.

No App: Requires no App to be downloaded and can hence be pushed by the network.

Controlled Social & Apps: Your Cyber Expert has identified a range of social networking services and Apps which they suggest you control access to. Working together with the internet filter, these controlled social networking, chat and gaming services are blocked and allowed through your child's daily routine.

Policy Roaming: Any device with the APN enabled is part of the FZ. Furthermore your child's specific policies will apply wherever and whenever they connect via the FZ APN, App or Box.



3.5.5 Family Zone Server

Companies today are faced with several growing challenges.

Protecting their employees from exposure to inappropriate content in the workspace is a growing concern for any socially responsible employer. With such content accessible both intentionally and inadvertently, companies have an obligation to ensure their resources are only used for professional purposes and their employees remain protected.

Many employers are struggling to realise the full potential of their staff. Employees are often found to be spending significant amounts of time each day on their personal Social Media accounts. Work force productivity is suffering which has a direct impact on the company's financials.

Furthermore employers are unwillingly exposing enterprises to security risks via the use of certain Apps on smart devices. Companies have no way effective way (other than grabbing employee devices) to monitor or gain proactive alerts on Apps that pose a potential security risk.

Today's enterprise filtering solutions are typically too complicated and expensive, leading to a small overall adoption despite the significant benefits to enterprises of any size. Our Server offering has been designed to allow Resellers to offer their Enterprise customers of any size a simple and cost effective way to solve these and other problems. Through leveraging the Server offering resellers can offer:

Increased value-add: Resellers have the opportunity to layer new services onto their existing enterprise product portfolio.

Protection from high risk web: Server provides Enterprise customers with protection from a number of risky web destinations, namely Infected Hosts, Malformed URLs, Phishing and Viruses.

Competitive Differentiation: Reseller can further demonstrate its commitment to offering leading edge services to its Enterprise customers.

Increased revenue: Via the monthly service revenues associated with the Server service a significant opportunity exists to increase revenues from existing accounts.

Tangible results: Through controlling/limiting employee access to non-work based content (e.g. social media) the employer

The Server creates a safe and managed network in any work place without the need to deploy one or more Boxes.

The Server is targeted towards larger Enterprise customer deployments where the Box will not support sufficient concurrent users/devices. In single site deployments with more than approximately 30 employees, the Server installation which supports up to 200 employees concurrently connecting to the internet is recommended. For larger installations, a virtual appliance or horizontally scalable solutions can be offered.

The key benefits of the Server are configurable settings for enterprise clients through dynamic in-line filtering, application network controls for users, enforcement of their HR values and advanced features such as industry leading filtering.

Key features are:

Portal enabled: The Server is controlled via the employer's single cloud-based Portal.

User Identification: The Server will identify any device connecting through it. By passing this information to the cloud-based policy server, users can be identified and policies enforced.

Internet content filtering: Using over 70 categories of internet content each user policy is designed to block and allow appropriate content during the working day.

Super-Fast Filter: If a particular user is permitted to access a website then this decision is stored locally in the Server. This means better internet performance than any standard access point filter.

Policy Roaming: Anywhere with a Server installed is part of Ciliary. Accordingly, the employee's specific policy will apply at any branch location they visit.

Enterprise Scalability: Supports large scale cost-effective enterprise deployments.

Further information will be provided regarding the specific deployment details for the Server.



4. Why re-sell Family Zone

4.1 SOCIAL & REGULATORY DRIVERS

As highlighted previously the dangers for our children on-line and the parenting challenges of this digital age are becoming more frequent and alarming news. Responding to specific incidents and increasing media attention, community groups and Governments around the world are pressuring Telco's (both MNO's and ISP's) to contribute and increasingly to block specific content and to provide basic parental controls (e.g. mandatory filters).

We believe individual carriers or ISP's responding on their own to these community and regulatory demands, is a fraught approach. Implementing Parental Control features whilst inherently appealing, is within a carrier context, vexed and challenging:

Mandatory filtering programs

In many countries operators have become participants in often highly politicized mandatory internet filtering initiatives. Acting before or in conflict with the politics of the day is a risk for operators.

Reputation risks

Unexpected or unwanted customer experiences can routinely occur either through limitations of solutions or deliberate circumvention steps by end users. Cyber safety is complex and dynamic and operators create risks promising parents 'controlled services'.

Low value segments

Consumers and in particular young users are rarely considered a strategic segment for operators and accordingly investment in creating additional value for this segment, as it should be, remains scarce.

On-net limitation

A compelling solution for parents needs to work across all devices and all networks through which end-users access the internet. Operators are more naturally able to offer on-net controls and providing off-net controls through 3rd party deals of on-device software is not something many operators have been willing to pursue.

There are potentially large costs to establish, maintain and provide customer support for Parental Control features and with the inherent limitations described, carriers can only ever partially meet the increasing demands of the community.

We believe the FZ platform provides an innovative approach for carriers to get ahead of community expectations in cyber safety and do so in a low-cost and de-risked commercial model.



4.2 CUSTOMER VALUE DRIVERS

4.2.1 Differentiation

Mobile Operators, Cable companies and ISP's operate in arguably one of the most competitive industries today.

With the FZ a transformational set of new highly sought after and socially responsible services are immediately available for maximum differentiation.

4.2.2 Partner not Build

Hardware OEM's and ODM's, as well as Telco's, may have a gap in their current portfolio when it comes to offering a comprehensive Parental Control offering.

OEM's will already offer traditional Anti-virus, Spam, flooding, Phishing protection with their CPE, however it's much less likely they offer advanced cloud-based Parental Controls.

Rather than developing this capability in-house, the OEM can continue to focus on their core competencies and outsource the supply of this important functionality to B. This provides a lower risk, more cost effective and faster time to market option for the OEM as they get access to the FZ platform immediately. Family Zone would enter into a licensing deal with the reseller based on them marketing the FZ to their customer base.

4.2.3 Increase revenues

In an open market providers of consumer services can only achieve a sustained increase in revenues by offering new innovative features/services that are genuinely valued by their customers.

Protecting one's child is the most natural parental instinct. Any parent today knows of the many on-line dangers faced by their children. Offering a comprehensive solution to addressing this problem and creating real tangible value will be rewarded by those that pay the bills.

4.2.4 Reduce churn

Churn is a key challenge for Telco's and hence a major focus as the cost to acquire new customers is significantly higher than keeping existing ones.

FZ provides a unique set of functionality with market-leading cyber security capabilities. Parents, concerned about protecting their children will consider churning away from "unsafe" networks. In turn in addition to the incremental FZ revenues the Telco will also benefit from the voice, data and SMS revenue from that new customer.

4.2.5 Kids segment opportunity

Telecoms services for kid's as a targetable segment is completely untapped. FZ presents a fantastic opportunity for the reseller to position their brand as the 'safe and caring provider' for children. Parents will seek out this reseller or network provider over all others to ensure they have the maximum on-line protection for their precious assets.

4.2.6 Minimal network integration

Many great new ideas never pass the Business Case test because their initial investment and network integration complexity outweigh the potential financial returns.

FZ services have a very light network touch, in fact only the in-line mobile filtering service requires any network configuration leaving the main integration being some straightforward decisions in billing and provisioning.

4.2.7 Reduce costs

In a number of markets operators offer data bundles which expire at month end, whether 100% or only 25% utilised.

With advanced filtering capabilities and App controls, coupled with daily routines offered by the Family Zone, data usage is restrained which can significantly improve network yields.





4.3 CONCLUSION

FZ has been developed to solve these and other problems for providers of Telco services and parents. Through leveraging the FZ our resellers can:

Exceed community expectations

Operators have the opportunity to tackle the issue of protecting children on their networks head on. Rather than waiting for community or government pressure to reach boiling point they can launch the FZ proactively and benefit from building further brand loyalty.

Leverage trusted Cyber Experts

Cyber Experts or other community organisations (e.g. Catholic Church or Civil Society Organisation) have a large number of loyal followers. The CE will position the provider's FZ platform and their chosen filter as the Parental Control solution of choice to their followers.

De-risk parental control services

With the FZ, parent's leverage CEs as the domain experts, who take responsibility for settings and explaining limitations of parental controls and the results.

Create incremental customer value

The more value an OEM or Telco can provide to its customers the less price sensitive those customers become. The Family Zone provides significant additional value to parents as they want to ensure they are doing everything possible to protect their loved ones.

Minimize Risk

Through partnering with FZ our resellers get immediate access to the FZ, a dedicated platform for providing the most comprehensive and user friendly Parental Controls not only today, but in the future. There is no need for the reseller to wait for a prolonged period and invest significant upfront capital to build this offering, when it can be enabled through the Family Zone.

Create a new segment

Kid's and youth mobile markets are untapped. With the FZ our resellers have the opportunity to create a new segment specifically targeting all those parents who are concerned about their child's online device usage.

In summary we believe the key drivers for Telco's to adopt the FZ include driving customer value and as a response to increasing pressure from society and government to be offering comprehensive cyber safe products and choices for their customers at an affordable price.



5. Home Zone

This chapter covers the key elements that constitute the Home Zone Service solution.

5.1 FAMILY ZONE BOX

The Family Zone Box is an 802.11ac dual-band gigabit wireless Access Point. The current version of the FZ Box is designed to operate in bridge mode and is therefore simply plugged into the CX's existing WiFi Router to minimise changes to their existing home networking environment.

The current hardware and software already supports router mode which allow the CX to completely remove their current CPE and replace with the Family Zone Box. Please refer to Section 7 for the technical specifications of the Family Zone Box.

5.1.1 Firmware

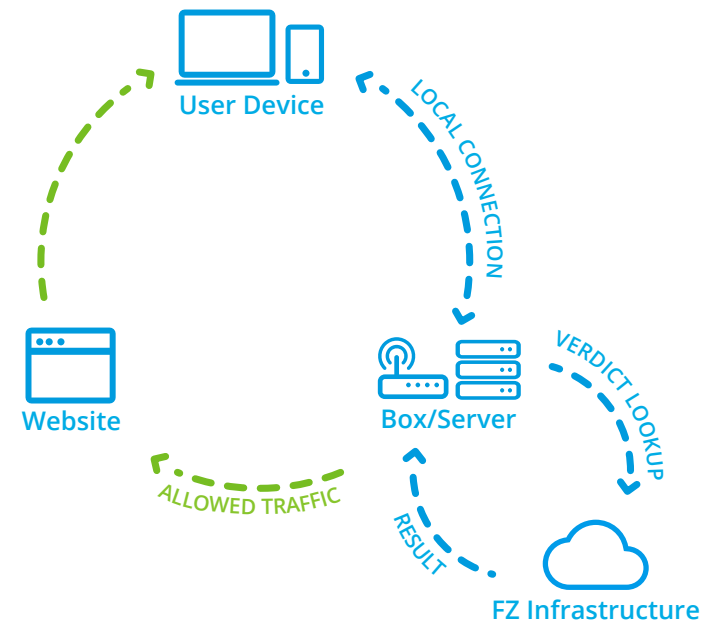
The Family Zone Box runs a custom firmware, purpose built to provide all required performance and features of a modern home network, with the ability to extend as customers require. The Firmware includes an integrated cloud control agent, which "calls home" to the Family Zone VCC for configuration updates. Configuration updates can be generated as required through the customer portal and updates to firmware are automated as part of the cloud control feature set, providing resellers the ability to easily deploy updates to the Family Zone systems or enable additional features in the Firmware.

5.1.2 Custom Filter Client

The Family Zone Box firmware includes a custom Filter Client, which inspects Internet Protocol traffic traversing the Box and applies user access policies as directed by the cloud control servers. The Filter Client is capable of being run across multiple virtual networks running on the Box and can be run on networks running in either "Layer 3" or "Layer 2 (bridged)" mode. For example, traffic can be inspected from the Guest WiFi zone and also from the primary (family) WiFi zone, across multiple SSID's and network subnets. Further, the Filter Client can inspect traffic generated from connections to the wired LAN ports.

The Filter Client inspects a range of supported protocols, including full inspection of HTTP URLs. The Filter Client queries the Family Zone Policy Verdict Server and based on the response either blocks or allows the relevant traffic. A key aspect of the Filter Client performance is that once a verdict is provided, the Filter Client sends the actual Internet traffic using the customer's local Internet connection, ensuring high performance of Internet traffic.

Furthermore the Filter Client caches decisions locally to increase performance of decisions as devices are used on the network to visit common sites. This local caching and traffic routing is one of the key reasons that the Family Zone Filter Client outperforms other solutions based on VPN or tunnelling technologies. In addition, access to geo-blocked services are not affected as the customer's traffic uses their own Internet service IP address for all Internet bound communication.



5.2 VIRTUAL CLOUD CONTROLLER (VCC)

The Family Zone Virtual Cloud Controller (VCC) implements cloud based configuration management and control to ensure simple integration of the Family Zone Home Zone Service into a customer's home network.

With the VCC, parents can simply choose settings in the Family Zone Portal, such as home Wi-Fi name (SSID) and password (PSK) and have these automatically configured onto their FZ Box. With the VCC controlling configuration changes and updates to the FZ Box, parents can view configuration details, alerts and choose to apply updates all through the same familiar Family Zone Customer Portal.

The Virtual Cloud Controller provides an extensible configuration management platform, providing resellers with the opportunity to integrate further functions, or even additional home equipment, to provide a single place for families to manage their home technology devices.

To facilitate Family Zone Box in either Router or Bridge mode, the VCC supports a NAT Traversal process which allows communication to a box behind a customer's existing home router.

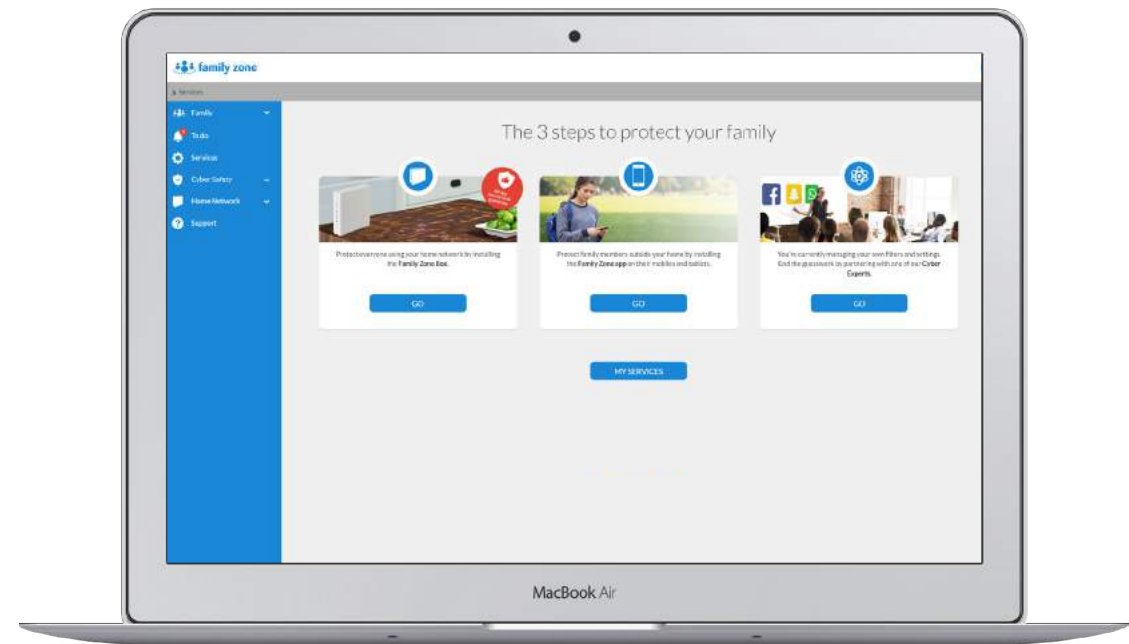


6. Key Features

Whilst the Family Zone Box enables the automatic detection of all WiFi enabled and connected devices, the heart of the Family Zone Parental Control system where parents can administer every desired setting, is the Family Zone Portal. Relevant features of both are described below.

6.1 FAMILY ZONE PORTAL

Feature	Description
Family Zone Portal	Family registration Individual user "routines" i.e. calendar & daily schedules Bulk family routine updates (e.g. holidays & school terms) Cyber Expert settings Support for shared devices Support for split families Device registration Family Zone Box activation Mobile Zone installation & activation Regular usage reports (optional) Once registered, users no longer need for a physical access to devices & Home Zone Service to update settings Permanent accessibility from anywhere, anytime



6.2 FAMILY ZONE BOX

Feature	Description
User Identification	The FZ Box identifies device MAC addresses and passes this to the Family Zone platform for user and policy identification. This approach permits personal policy application across a virtual network without sign-on
Family Zone enabled	The Home Zone Service is in constant contact with and integrated to the Family Zone and Cyber Expert settings
Internet Content Filtering	Using over 70 categories of internet content each user policy is designed to block and allow age appropriate content through user's daily routines
Super-fast Filter	If a particular user is permitted to access a website then this decision is stored locally in the Box. This means better internet performance than most contemporary AP filters
Policy Roaming (Innovation Patent granted)	Anywhere with a Box installed is part of the Family Zone. Accordingly specific user policies are apply wherever and whenever they connect to a network AP such at friend's houses, schools or local cafés
Cloud-Controlled	Firmware updates, WiFi settings and user policies are all enabled through the Family Zone portal Controller settings can be managed in the Family Zone Portal and are pushed via the VCC, allowing customer's access from any Internet connected device to update Controller settings
Elegant Design	Designed to look amazing wherever it is installed
Beamforming	Concentrates signal directly at the target device - this helps improve wireless bandwidth utilization and can increase a wireless network's range. This, in turn, can improve video streaming, voice quality, and other bandwidth- and latency-sensitive transmissions
Multi-user MIMO	Greater AP/client capacity and efficient use of spectrum



7. Technical Specifications

The following table provides all the technical details of the Family Zone Box:

Model Name: FZ BOX
Model No: FZ Box 1200AC

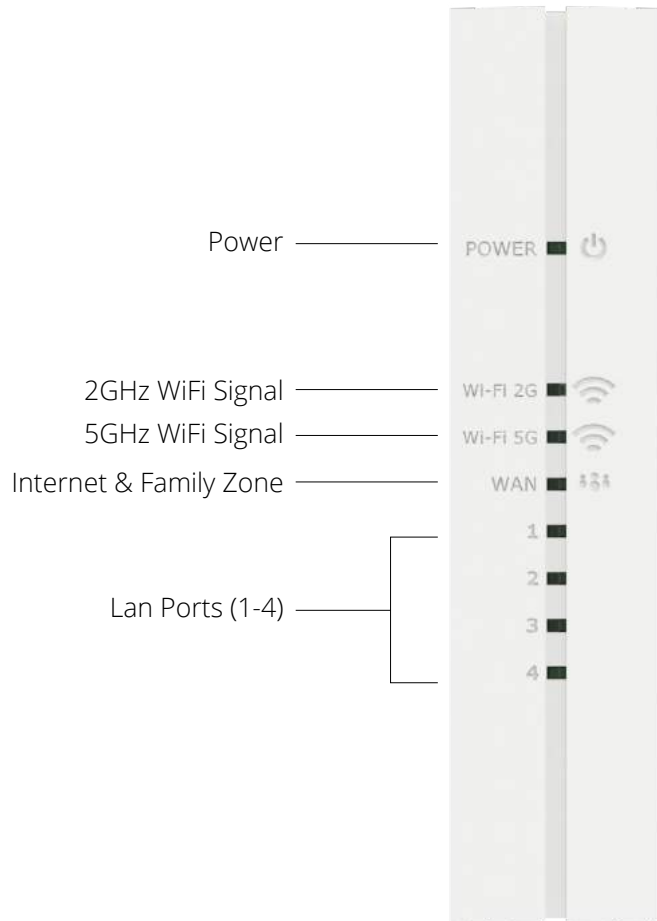
Feature	Item	Description
Operation System	OS	Custom OS - OpenWRT
Security	WPA2-PSK	Protects unauthorised access by utilising a password. WPA2 provides Government grade security by implementing the NIST FIPS 140-2 compliant AES encryption algorithm and 802.1x-based authentication
CPU	Type	Realtek RTL8198CD
System	Power	12V/1.5A
Antenna	Peak Gain	2.4GHz: peak gain 3dBi
RF	2.4GHz 5GHz	Realtek RTL8192ER Realtek RTL8812AR
RF Performance	Transmitted Power	2.4GHz 802.11b: 20 +/- 2dBm @ 11Mbps 802.11g: 16 +/- 2dBm @ 54Mbps 802.11n: 20 +/- 2dBm @ MCS0 802.11n: 16 +/- 2dBm @ MCS7 5GHz 802.11a: 16 +/- 2dBm @ 54Mbps 802.11n: 20 +/- 2dBm @ MCS0 802.11n: 16 +/- 2dBm @ MCS7 802.11ac: 16 +/- 2dBm @ MCS9
RF Performance	Receive Sensitivity	2.4GHz 802.11b: -79dBm minimum @11Mbps 802.11g: -68dBm minimum @54Mbps 802.11n 20MHz: -67dBm minimum @MCS7 802.11n 40MHz: -64dBm minimum @MCS7 5GHz 802.11a: -68dBm minimum @54Mbps 802.11n 20MHz: -67dBm minimum @MCS7 802.11n 40MHz: -64dBm minimum @MCS7 802.11ac 40MHz: -57dBm minimum @MCS9 802.11ac 80MHz: -54dBm minimum @MCS9
I/O	USB WAN LAN RESET Power on/off PW Jack	USB(2.0) x 1 10/100/1000M RF-45 x 1 10/100/100M RJ-45 x 4 Switch x 1 Switch x 1 12V/1.5A DC Power Jack

LED	PWR LED WAN LAN 1-4 2.4 GHz 5 GHz	Blue x 1 Green x 1 Green x 4 Green x 1 Green x 1
DDR Flash Power	DDR2 SPI Flash Power Consumption	128 Mbytes DDR2 x 1 16 Mbytes 12V 1.5A
Antenna	Internal Antennas	Dual-band x 2
Dimensions	Housing Size	175*175*40mm
Accessories	Power Supply Unit Ethernet Cable	White AC Adapter x 1 (AC AC100-240V 50/60Hz output 12V/ 1.5A) Ethernet Cable x 1 (Blue, 1900mm, 8P8C with PE bag and marking, 24AWG, Cat5e)
Packaging	Bar code Labels Quick Start Guide	GTIN-13 format The main device label is placed within the FZ Box cavity providing MAC addresses, FZ Box Unique Serial Number, Certifications, I/O port descriptions and more. 186mm x 132mm, colour printed
	Carton	White box with white inner paper partition. 200mm x 200mm x 100mm
Operating Environment	Operating Temp. Storage Temp. Operating Humidity Storage Humidity	0°C to 40°C -20°C to 70°C 10% to 80% Non-condensing 5% to 90% Non-condensing
Power	Consumption	Under 18 watts
Weight	Unit Weight	780g approximate
Regulatory	Certificates	FCC CE RCM NTC






7.1 FRONT PANEL

The Family Zone Box has the following status LED's and icons on the front panel:



7.2 LED

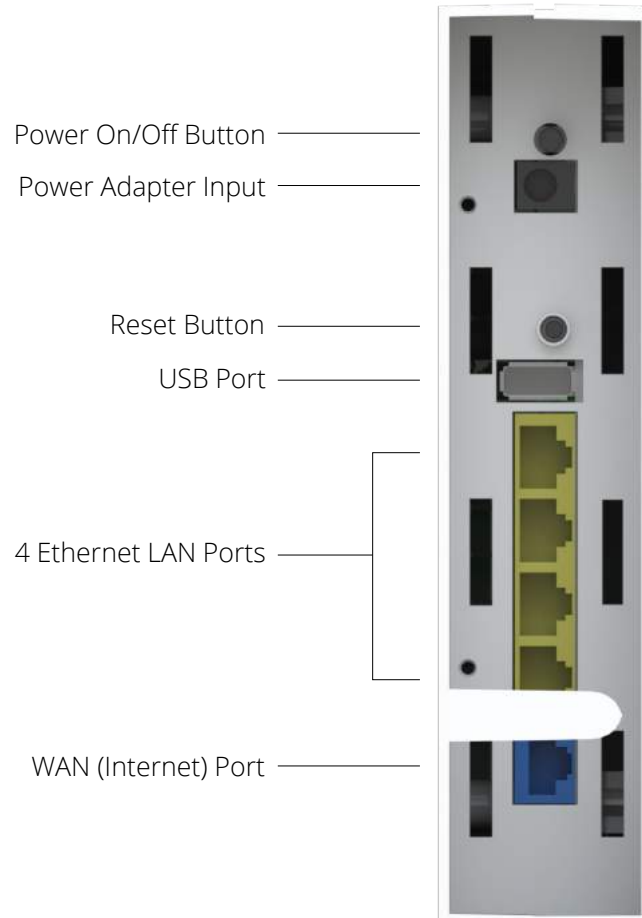
The following table describes the LEDs, icons and buttons on the front panel:

Icon	Description
	Solid blue light indicates power supply.
	Solid green light indicates active radio. Flashing green light indicates activity.
	A green light indicates a connection. Flashing green indicates activity. A slow pulse indicates a problem connecting to the Family Zone.
1-4	A green light indicates a device is connected to the specific port. Flashing light indicates activity.



7.3 BACK PANEL

The rear of the WiFi Access point/router has buttons and port connections as per the below diagram:



7.4 PACKAGING

The current Family Zone retail packaging (images below) is intended to stand out from normal WiFi Access Points by highlighting the unique Family Zone parental control feature set.

FZ can also provide resellers with the following options:

- Access to a neutral white packaging over which a customized sleeve representing your brand and localized requirements can be placed
- Ability to customize the packaging to suit your local requirements and company branding.



7.5 QUICK START GUIDE

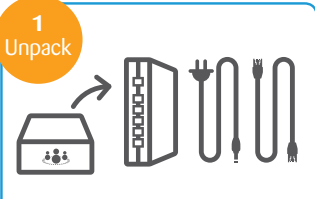
As with everything we have created the Quick Start Guide is intuitive. It's intended to be very easy to follow and provide all the key information required by your end customers.

The QSG is envisaged to be co-branded with our reseller community and on this basis FZ will take responsibility to design the updated version to reflect the agreed co-branding.

Quick Start Guide

1

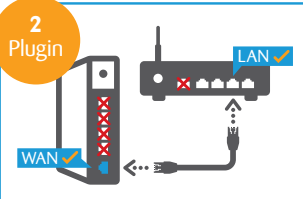
Unpack



Unpack your Box and check contents. Do not destroy the packaging in case you need to return it.

2

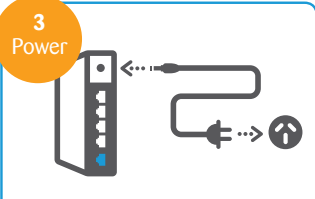
Plug in



Plug the provided blue data cable into the blue (WAN) port of your Family Zone Box and into a LAN port of your existing router.

3


Power



Plug included power adaptor into an 100-240V AC power point. Press the on button to power up and the lights on the box will turn on.

4

Sign In



Open a browser on your device and go to <http://activate.tools> You will be directed to our website to complete activation.

Finished Fini Fertig Terminado Selesai 完成
 完成した Klaar Afgewerkte સમપ્ત

LIMITED WARRANTY

We provide a 12 month limited warranty. Within this period we promise to repair or replace our Products if they are faulty and the fault wasn't caused by you, your misuse or other factors outside of our control. In certain circumstances we may refund you for faulty Products and permit you to cancel related Services. Goods presented for repair may be replaced by refurbished goods of the same type rather than being repaired. Refurbished parts may be used to repair. We will cover costs of shipping for return and replacement. We reserve all rights to recover from you costs of shipping and replacement units where in our reasonable opinion your claim under warranty is invalid. You can find full details of our warranty terms on our website. Should you experience a fault with your Family Zone Product please log a fault request on our website. We may require proof of purchase to process your claim.

IMPORTANT

Power Adaptor

A 100-240V AC Power Adaptor is included in your package. Utilising a different adaptor may result in malfunction and may void all warranties.

Family Zone Box ID

Your Family Zone Box has a unique identification code printed on a label inside the rear case. If automatic installation fails you will be required to note this code down for entry into our portal activation page.








Family Zone Services & Terms

To utilise the Family Zone's parental control services a subscription to the Family Zone is required. Find out more at our website. Family Zone service is supplied on condition of acceptance of our Customer Terms.

Disable existing WiFi

The Family Zone setup wizard will register your Box and create a new safe WiFi network. To be effective you should disconnect your devices

LIGHTS

Power	Solid blue light indicates power supply.	 
Wi-Fi 2G	A green light indicates active radio. Flashing green indicates activity.	 
Wi-Fi 5G	A green light indicates a connection. Flashing green indicates activity. A slow pulse indicates a problem connecting to the Family Zone.	 
1-4	A green light indicates a device is connected to the specific port. Flashing indicates activity.	

All lights flashing (except power) means the Box is being updated. DO NOT SWITCH OFF. For diagnostic LED behaviour visit our website.

from your existing WiFi network(s) and router and plug them into your Family Zone Box. We also recommend turning off WiFi or changing WiFi passwords on your existing router.

Transfer of ownership

If you give or sell your Box to another person then you must de-register the Box in our portal. Please note if a 3rd party Family Zone account holder uses a Box registered to you we will assume this party has proper ownership of the Box and we will automatically reassign ownership.

Troubleshooting

Our wizard will help you with troubleshooting. If you are still having problems please contact us through our website.

Warnings and Safety Notices

The FZ Box is designed to be used at least 20cm from your body. Please view the FZ Box help section of our website for other relevant safety notices.

B Communications Pty Ltd • Trading as Family Zone Cyber Safety
www.familyzone.com • 945 Wellington Street, West Perth WA 6005 Australia

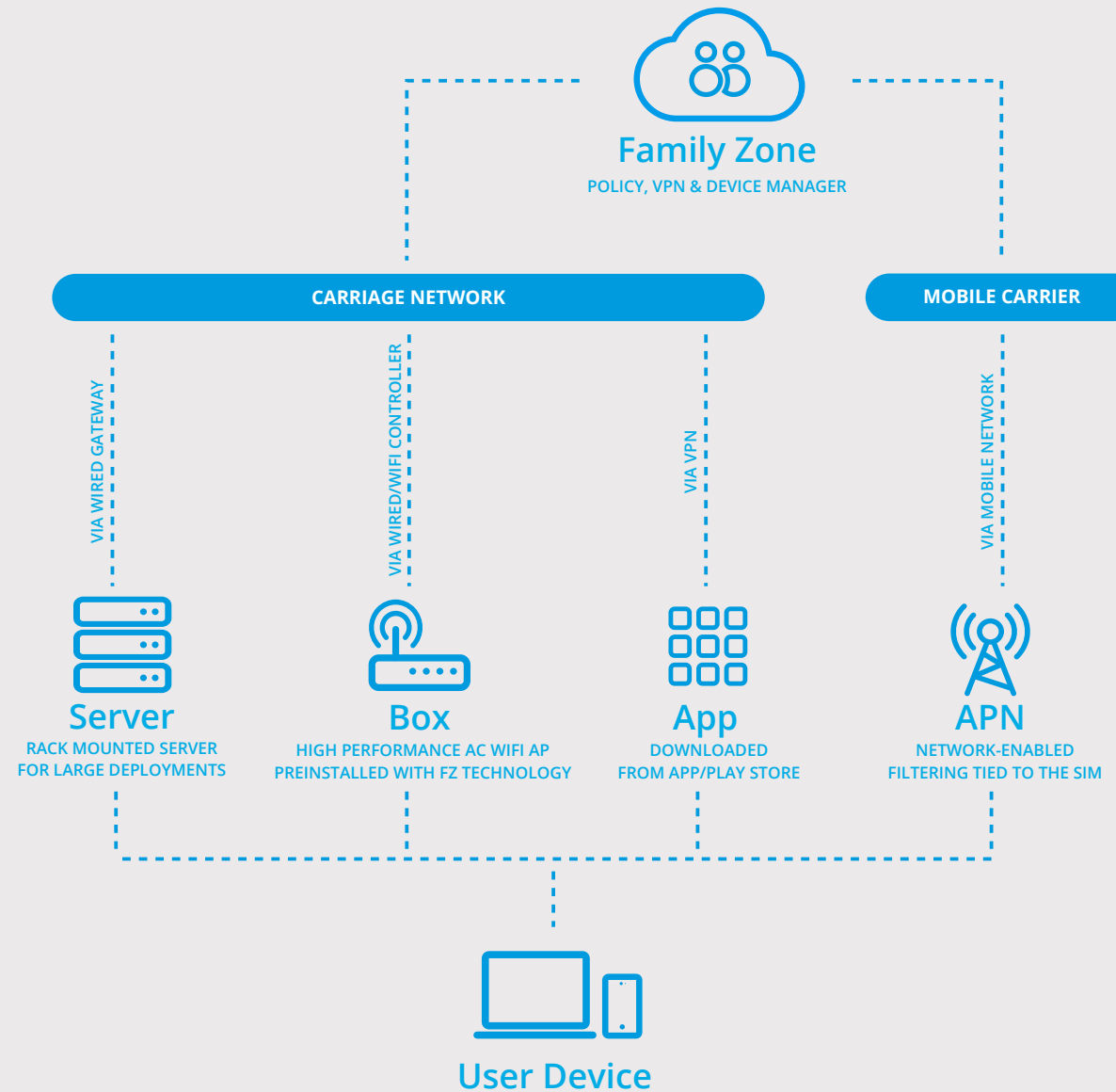


8. Infrastructure

8.1 HIGH LEVEL ARCHITECTURE

The following diagram provides a high-level view of the architecture of the Family Zone suite of services.

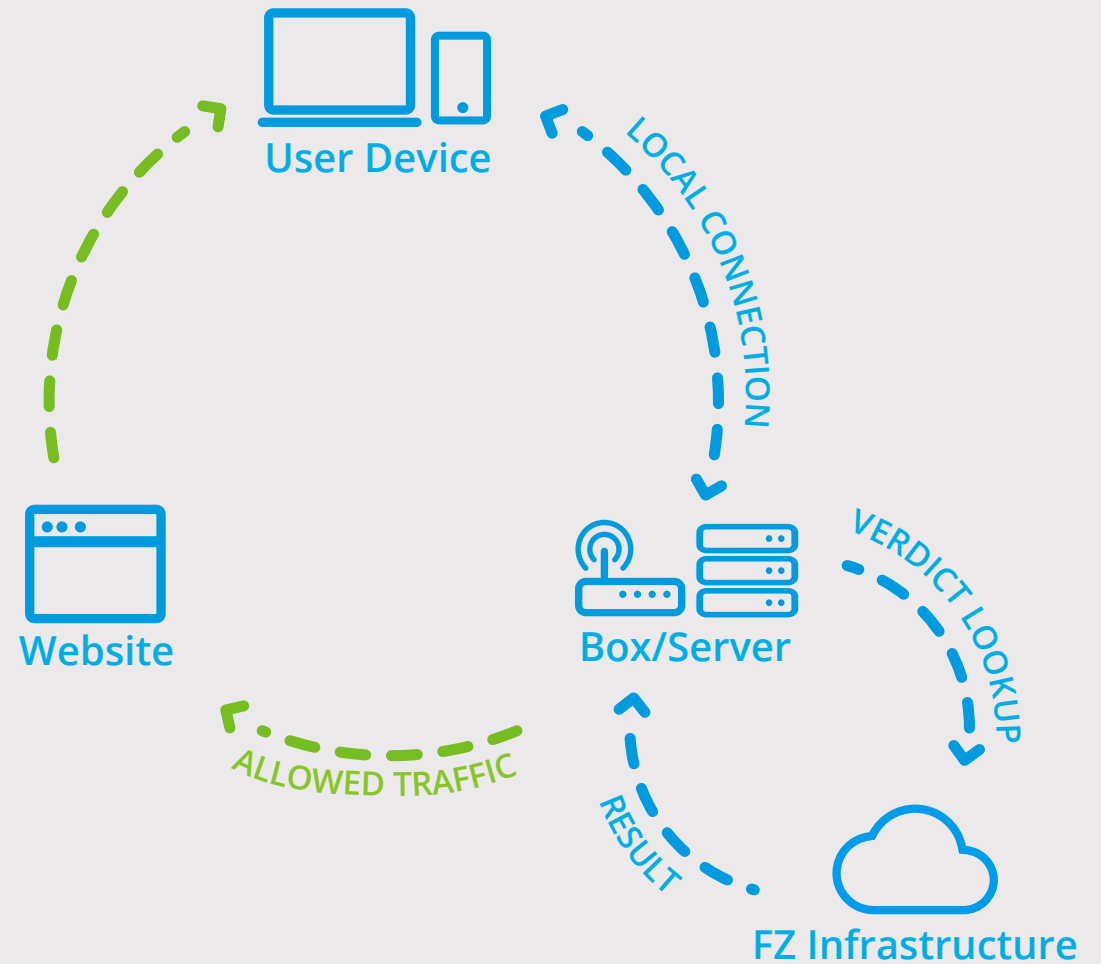
All internet bound traffic is routed to the Family Zone cloud-based servers via the Box, FZ Servers (for larger enterprise or school deployments), FZ App or FZ APN. It doesn't matter which access method is used to connect to the internet, the users profile will be enforced whenever and wherever they get online.



8.2 BOX & VCC ARCHITECTURE

The interactions of the different components that are required for the Home Zone Service are depicted in the below diagram.

There is a complete separation between a user device's traffic and WiFi Controller management traffic, which is sent through a secure 256bit SSL encrypted tunnel.



9. Customer Experience

This section depicts the customer's journey as they are guided through the Family Zone Portal for creating an account and activating the Family Zone Box.

Our goal has been to make this process as automated and simplistic for the customer as possible to ensure the best possible experience and negate the need for human support.

9.1 FAMILY ZONE REGISTRATION

The following screen shots outline the current customer onboarding experience. This sign-up process may be different for certain larger resellers should the customer subscribe directly via the resellers current provisioning systems.

9.1.2 Choose Parent PIN

Choose a PIN

A PIN is used to verify you when changing your account or modifying your family's access.

Enter a private PIN you'll remember

• • • •

Show PIN

SET PIN

9.1.1 Account Registration

Create your Family Zone account

John

Smith

smithtest@gmail.com

•••••

Show Password

By clicking this button, you agree to the Customer Terms

SIGN UP

Confirm your email

We've sent a welcome email to the following address.

smithtest@gmail.com

Is this address correct?

YES

NO



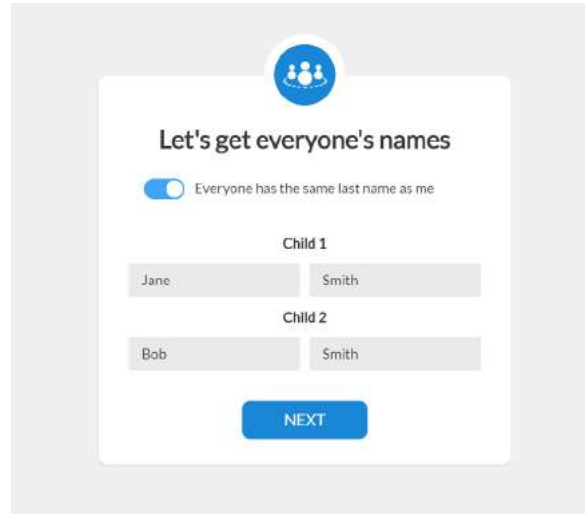
9.1.3 Set Up Family



Let's set up your family

So we can start protecting your family, please tell us about them using our **quick family setup**.

LET'S GO



Let's get everyone's names

Everyone has the same last name as me

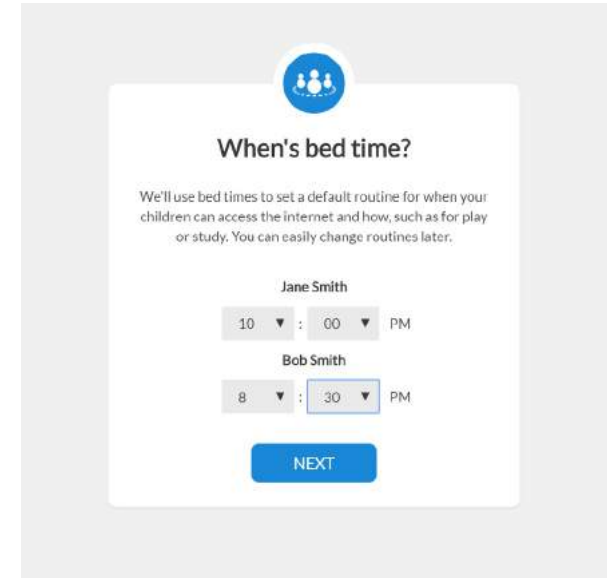
Child 1

Jane Smith

Child 2

Bob Smith

NEXT



When's bed time?

We'll use bed times to set a default routine for when your children can access the internet and how, such as for play or study. You can easily change routines later.

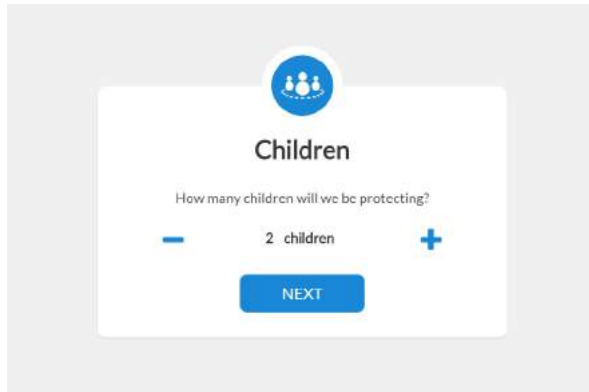
Jane Smith

10 : 00 PM

Bob Smith

8 : 30 PM

NEXT

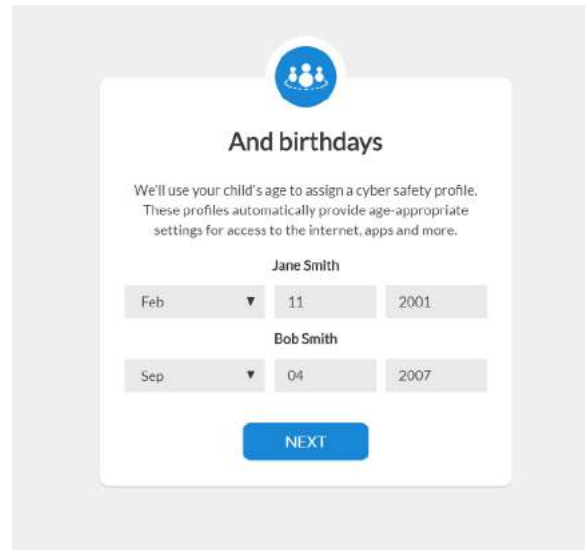


Children

How many children will we be protecting?

- 2 children +

NEXT



And birthdays

We'll use your child's age to assign a cyber safety profile. These profiles automatically provide age-appropriate settings for access to the internet, apps and more.

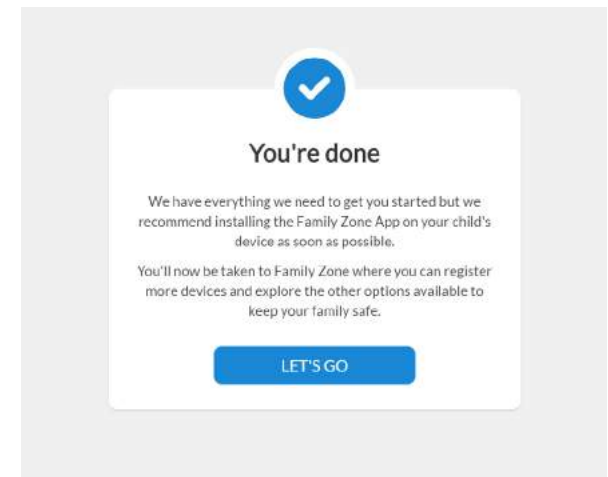
Jane Smith

Feb 11 2001

Bob Smith

Sep 04 2007

NEXT



You're done

We have everything we need to get you started but we recommend installing the Family Zone App on your child's device as soon as possible.

You'll now be taken to Family Zone where you can register more devices and explore the other options available to keep your family safe.

LET'S GO



9.1.4 Activating Family Zone Box

The below retail activation process may not apply for all resellers. In some cases the Home Zone service will be pre-provisioned so the customer is not required to go through a manual activation process.

The 3 steps to protect your family

1. Protect everyone using your home network by installing the Family Zone Box. [GO](#)

2. Protect family members outside your home by installing the Family Zone app on their mobiles and tablets. [GO](#)

3. You're currently managing your own filters and settings. End the guesswork by partnering with one of our Cyber Experts. [GO](#)

[MY SERVICES](#)

Activate a Home Network

Step 1 Plug in your Box

Connect your Box to your home router and then power it up. [Help me connect my Box](#)

- 1 Unpack**
Unpack your Box and check contents. Do not destroy packaging in case you need to return it.
- 2 Plug in**
Plug the provided blue data cable into the blue (WAN) port of your Family Zone Box and into a LAN port of your existing router.
- 3 Power**
Plug included power adaptor into an 100-240V AC power point. Press the on button to power up.

[Back](#) [Next](#)

The Family Zone box

Get the Family Zone box to create a safe home network and protect all devices used in your home.

Get started

[BUY NOW](#)

Already have a box?
[ACTIVATE NOW](#)

Features

- Powerful WiFi Access Point
- Family & Guest WiFi
- Unfiltered WiFi for Parents
- Safe Search & Safe YouTube
- Shared devices
- Cloud controlled & easy setup

[No day money back guarantee](#)

Installing a Family Zone Home Network is quick and easy

Activate a Home Network

Step 2 Name your box

FZ Box ID:

Name your Box:
eg Living Room Box

[Back](#) [Next](#)



10. Research & Reports

FZ comes complete with reporting which helps to identify risks to a child's safety whilst affording parents the comfort of not having to watch everything their child does online.

Importantly parents are advised by their chosen contact method (e.g. email or SMS) when risks occur and sent summary reports providing key information on their child's browsing habits. Reporting works across devices and FZ networks and provides a consolidated view for concerned parents.

Built on a platform which supports significant data growth and management, the reporting system also provides a scalable solution for resellers as it records both user interaction with the FZ system and records risks such as blocked website access attempts and scales as their customer numbers grow.

Examples reports are to the right:

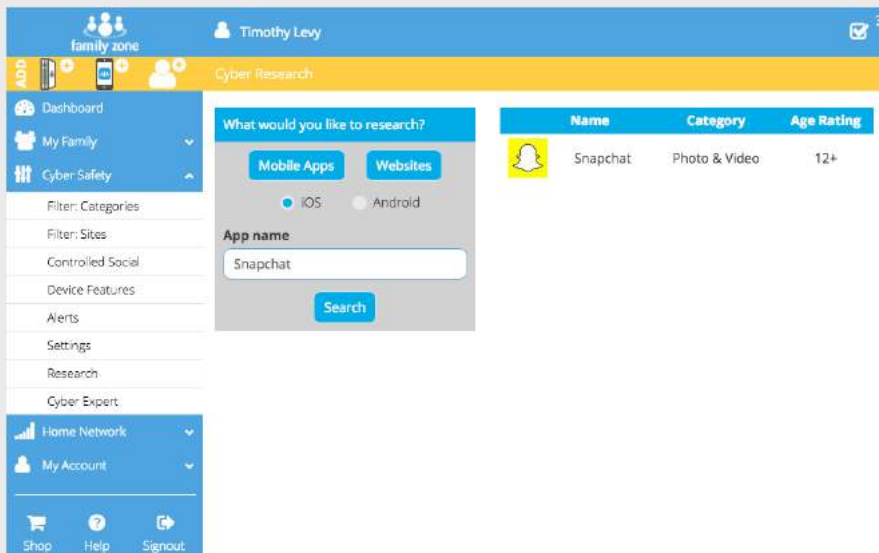
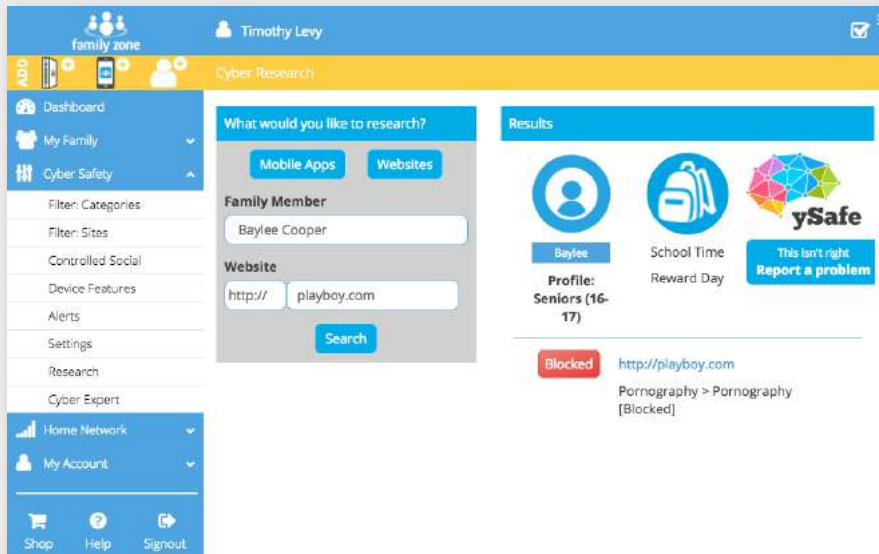


The dashboard displays a navigation menu on the left with options like Dashboard, My Family, Usage, Devices, Apps, Cyber Safety, Home Network, and My Account. The main content area is titled 'My Family > Usage' and includes a 'Back to charts' button and a table of blocked URLs. The table has columns for User, Date, URL, Category, Result, and Action. The data shows multiple blocked attempts for the URL https://gsp-ssl.ls.apple.com and https://cl5.apple.com.

User	Date	URL	Category	Result	Action
Zane	Sep 01, 2...	https://gsp-ssl.ls.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://gsp-ssl.ls.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://gsp-ssl.ls.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://gsp-ssl.ls.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock
Zane	Sep 01, 2...	https://cl5.apple.com	Technology	Blocked	Unblock

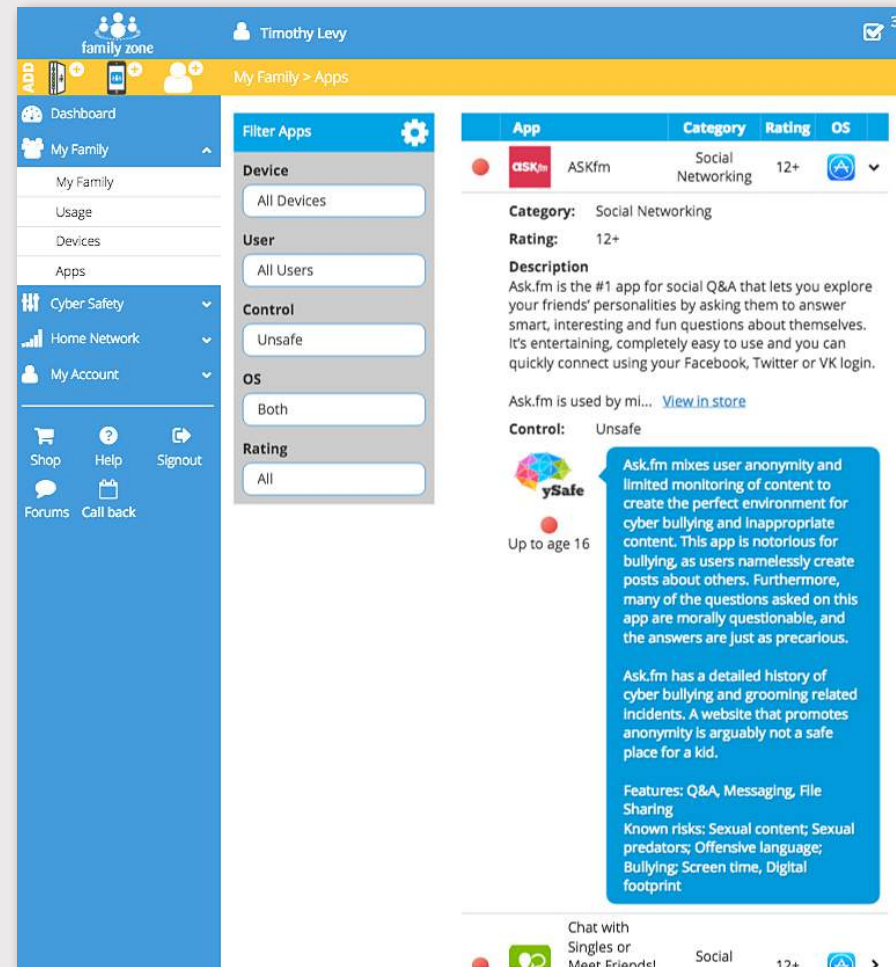


Users can also research information on websites & App's, their child's usage and report any irregularities to their Cyber Expert.



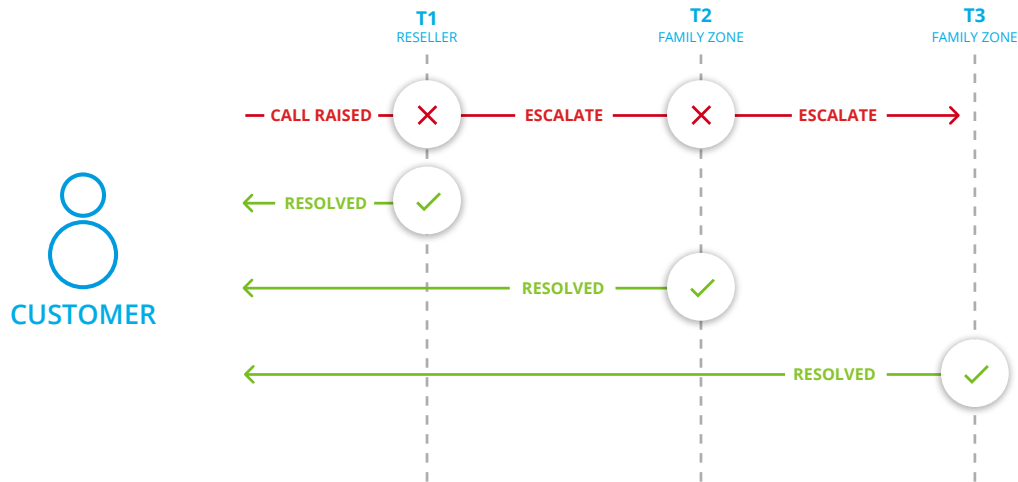
Parents are provided with personalized App reviews with Cyber Expert recommendations whether a certain App is deemed Unsafe, Be Careful or Recommended for a certain age profile.

In the below example the Cyber Expert has notified the parent that Askfm is an unsafe App for a child under the age of 12 and has provided their own real world analysis of the App so parents actually understand the danger it poses to young children.



11. Support

FZ offer the following support model:



Tier 1 / 1st Line

1st Line Support performs the initial analysis and investigation of problems in order to determine the cause. They are also able to answer straightforward queries. The task requires a broad general knowledge of functionality and configuration but not a detailed understanding of the internal working of particular components.

Responsibilities

- Call logging
- Restoring the system and service on a 24hr x 7day basis
- Information/data gathering and initial diagnosis
- Liaising with third party suppliers
- Answering queries about the use of the application
- Resolving minor problems and carrying out minor configuration changes with the delivered applications
- Identifying known problems and applying the known solutions to those problems

Tier 2 / 2nd Line

2nd Line Support is responsible for identifying, implementing and delivering solutions to problems. They will also answer more complex queries. The task requires a detailed knowledge of the functionality and configuration and a good understanding of the internal working of particular components.

Responsibilities

- Detailed investigation of problems and calls
- Providing backup and expertise to 1st line support
- Re-configuration of 3rd party products
- Making (including the review and testing) configuration and script file changes

Tier 3 / 3rd Line

3rd Line Support is responsible for identifying, implementing and delivering solutions to problems raised by 2nd Line Support. The task requires a detailed knowledge of the functionality and configuration, a strong understanding of the internal working of components and expertise in specialised areas of the Software Licensor's applications.

3rd line support has access to extensive test systems, test tools and network simulators in order to reproduce problems occurring on live sites.

Responsibilities

- Ascertaining if a problem is caused by an error in the code or is a feature of the design
- Applying bug fixes to the code and releasing code revisions containing bug fixes together with appropriate release documentation
- Investigating problems in 3rd party products and identifying any known problems in these products
- Testing releases of 3rd party products in conjunction with the relevant products
- Releasing 3rd Party patches to 1st and 2nd line support for implementation on end user systems together with implementation guidelines
- Answering queries raised by 2nd line support regarding 3rd party software.

Please refer to the Family Zone Support & Maintenance Agreement for a complete breakdown of the support service provided by FZ.





11.1 BILLING

Customers can be billed through a variety of methods and a variety of service plans can be supported from month to month to term contracts.

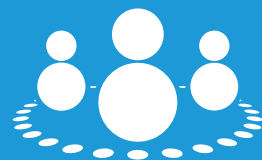
With billing API integration resellers may be responsible for billing customers for the Home Zone Service directly.

It is expected Resellers leverage their existing billing relationship (either prepaid or postpaid) to charge their customers.

If billing is managed by Family Zone the following payment options are available:

- Credit cards
- Debit cards
- PayPal





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