

PORTFOLIO

CLIENT:
Proxim Wireless Networks

PROJECT:
Email

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Richard Bloch

Marketing Communication
and Direct Response

- Direct mail
- Email
- Web
- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

BACKGROUND:

Proxim provides wireless networking equipment for Wi-Fi and broadband wireless networks. One market for these products are K-12 educators who need to bring the Internet into the classroom for a richer educational experience. To develop leads in this market, this email was sent offering the "K-12 Educator's Guide to Wireless Networking."

Now you can bring the Internet right into your classrooms.
Quickly. Easily. Affordably.

WITH HIGH-CAPACITY CONNECTIVITY BETWEEN SCHOOL BUILDINGS AND CAMPUSES.

Learn how today: DOWNLOAD YOUR FREE COPY OF
The K-12 Educator's Guide to Wireless Networking

[DOWNLOAD NOW](#)

Dear Educator:

More and more educators are discovering the value of bringing the vast resources of the Internet and information from the school network to every student. But with today's tight budgets, it's simply too costly and impractical to lease lines for every learning location and lay cable to every classroom.

That's where wireless comes in. Broadband wireless technology makes it possible to deliver high-bandwidth connectivity to school buildings, within a campus, or even district-wide - quickly, easily, and at a much lower cost than with fiber and leased lines.

Industry-standard Wi-Fi networks bring Internet connectivity into every classroom, or to virtually anywhere else on campus, without the expense and difficulty of wiring to every desk. **Find out how - today - in your FREE copy of *The K-12 Educator's Guide to Wireless Networking*** - brought to you by the wireless networking experts at Proxim.

[DOWNLOAD YOUR FREE GUIDE](#)

DISCOVER HOW TO:

- **Overcome** cost and installation challenges of wired networks
- **Increase network capacity** to support content-rich applications such as distance learning and video surveillance
- **Instantly provide Internet and network connections** to every student without wiring every classroom
- **Enable schools and faculty** to share resources district-wide while cutting monthly leased line costs
- **Enhance** student and faculty safety
- **And more!**

proxim
WIRELESS NETWORKS

Discover flexible connectivity that costs a lot less than wired network solutions.

(Headline)

**Now you can bring
the Internet right into your classrooms.**

Quickly. Easily. Affordably.

(Subhead)

*with high-capacity connectivity
between school buildings and campuses.*

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(Call out)

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(Button)

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(button)

DOWNLOAD your FREE guide

Discover flexible connectivity that
costs a lot less than wired network solutions

Your free guide includes instructive wireless application scenarios specifically created for educators. Learn how a broadband wireless connection can increase your network capacity – and how a wireless LAN can bring your computer lab to wherever its needed—inside or outside of the classroom.

Your free Guide also includes a pair of instructive, real-world case studies. Inside, you'll learn how schools are already using secure wireless

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connectivity to enable Internet and network-enhanced learning across the campus – leveraging existing investments in both PCs and Macs.

Find out how you can:

- **Get students and faculty online quickly**, without having to wire every classroom
- **Quickly provide broadband connectivity** to every school building district-wide, even portable classrooms
- **Significantly shrink long-term networking costs** – while more quickly responding to changing educational needs – by minimizing the need for costly wired networks
- **Enhance student and faculty security** by connecting critical video surveillance equipment through wireless technology
- **Easily meet regulatory or strategic** mandates on Internet connectivity, wireless communication, and campus security
- **And more!**

(button)

> DOWNLOAD your FREE guide

Make the world your classroom.

Enhance the educational experience by bringing Internet and network connectivity to students and faculty wherever they are on campus. Request your free copy of *The K-12 Educator's Guide to Wireless Networking* today.

Sincerely,

Lynn Lucas
Director of Education Solutions

P.S. The latest wireless technology can help you better prepare your students for the future. Get all the facts. Download your FREE guide today.

(button)

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(Sidebar)

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