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iGotcha Media Introduces Its WebPads in More Than 30 Montreal Cafes and Restaurants

10/26/05 - [iGotcha Media](#), providers of WebPads - wireless hardware devices that offer complimentary Internet access, announced the official launch of its service in more than 30 Montreal cafés and restaurants.

The iGotcha WebPad is a stand-alone 11 x 9 inch (28 x 22 cm) hardware device that resembles a flat screen computer monitor. Weighing just 2.5 lbs (1.1 g), WebPads offer wireless Internet access within a defined WiFi hotspot. Users are free to surf the Web using a pen-like stylus and a standard Web browser interface.

The WiFi hotspot turned Internet access into a consumer expectation. But, until now, access was limited to laptop owners. iGotcha WebPads create competitive advantage for café and restaurant owners by extending Internet access to all patrons.

"iGotcha WebPads provide free Internet access to café and restaurant patrons," said Greg Adelstein, President, iGotcha Media. "But unlike conventional WiFi hotspots, individuals are not obliged to carry around their own computers."

"The increasing fragmentation of media presents major challenges to advertisers," said Gregor Angus, EVP, Cossette Communication Group. "Selecting the optimal medium is no longer an obvious choice. The key demographic - 18 to 34 year-olds - that advertisers target is increasingly mobile and more difficult to reach than ever. iGotcha WebPads present a unique advertising opportunity for two reasons. First, the consumer perceives free Internet access as added value. Second, people go to cafés to relax. Rarely are advertisers able to communicate with people in such a positive and distraction-free environment," Mr. Angus added.

Media iGotcha Media provides innovative WebPads - wireless hardware devices that offer complimentary Internet access to users, competitive advantage to the hospitality industry and a new dynamic medium for advertisers. The unique iGotcha Media WebPad is based on proprietary software and hardware from Hitachi.

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