

News Release

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BandwidthX to Integrate Devicescape's CVN as an Offering in BxMarket

CARLSBAD, Calif. – [BandwidthX's](#) unique cloud-based Wi-Fi market, BxMarket, will now offer [Devicescape's](#) Curated Virtual Network (CVN) of amenity Wi-Fi as an option for buyer participants. This partnership with Devicescape further expands the Wi-Fi marketplace beyond traditional Internet and Wi-Fi service provider sellers.

BxMarket provides strategic benefits and flexibility to MNOs, MVNOs, Wi-Fi First operators, and other providers of innovative mobile services. These buyers can now access capacity from Devicescape's global, crowd-sourced amenity hotspots with precise purchase parameters including dynamic pricing, location, time, and quality of network.

BxMarket makes Wi-Fi access and roaming commerce practical on a wider scale than before. The business-to-business solution enables mobile operators to precisely meet data demand by buying unused Wi-Fi capacity from Wi-Fi and Internet service providers and now Wi-Fi aggregators. By dynamically administering capacity to meet demand, employing a market mechanism, and seamlessly making connections, BxMarket brings savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users. BxMarket has a growing group of service providers including tens of millions mobile devices and access points already enjoying the benefits of our service today. The CVN further increases the scope of BxMarket.

"We believe that Wi-Fi can provide the highest value to mobile operators when they have precise control of which Wi-Fi connections to use. Each decision about when, where, what kind, and how much Wi-Fi a mobile device will use should be based on the value of Wi-Fi to a buyer in BxMarket. We are pleased to announce that Devicescape's Curated Virtual Network is now a part of the resources available to our customers," said BandwidthX CEO Pertti Visuri, "BandwidthX respects each participant's strategic choice on whether to announce their membership in the Wi-Fi market. Every participant has different business considerations, and it is their decision on whether to make their participation public. We are delighted to welcome Devicescape to BxMarket."

"Real-time Wi-Fi capacity trading as managed by BandwidthX is exactly the kind of innovation we believe will help accelerate the full integration of all forms of connectivity into a



single, coherent smartphone service,” said Dave Fraser, CEO, Devicescape, “We are glad to add another route by which mobile operators can access the capacity of our Curated Virtual Network through this partnership.”

For further information about this announcement, please see the [Devicescape press release](#). For further information on BandwidthX and its solution, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter.

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About BandwidthX

BandwidthX operates a cloud-based marketplace where both Mobile Operators and Internet Service Providers can define their value for data capacity in real time and are automatically matched when their values align. BxMarket gives the Mobile Operators incremental data capacity at lower cost, while allowing the Internet service providers to profit from new revenue streams from their underutilized Wi-Fi networks. With this new form of micro-commerce, everyone in the Wi-Fi ecosystem wins: from Mobile Operators and hotspot service providers to equipment and software vendors, aggregators and financial clearing companies and, of course, the end user of the device. Learn more about BandwidthX at <http://www.bandwidthx.com>.

For media information please contact info@bandwidthx.com or +1 760 203 4955.

About Devicescape

Devicescape operates the world’s largest multi-service Wi-Fi platform, delivering Access, Insight, and Engagement Services for operators, mobile application providers, device manufacturers, and retailers. Powered by a global Curated Virtual Network of tens of millions of amenity Wi-Fi access points, including those provided by some of the world’s most popular service and retail brands, Devicescape enables a Connectivity First customer experience at an unmatched operating cost.

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