

## News Release

10 June 2013

### **BandwidthX Joins Key Speakers at the Wi-Fi Global Congress**

*CEO, Dr. Pertti Visuri addresses how to ensure the best value from Wi-Fi*

[BandwidthX](#) today announces that it is to join a host of top industry representatives in the 'business cases and monetization strategies' stream at this week's [Wi-Fi Global Congress](#) in London. The company's CEO, Dr. Pertti Visuri, will discuss how to ensure the best value from Wi-Fi, for both operators and Wi-Fi service providers. This announcement comes on the opening day of the Wi-Fi Global Congress where the BandwidthX solution is to be revealed to the world market as a new paradigm in Wi-Fi access and commerce.

The company, a platinum sponsor of the event, has developed a solution that maximizes the value of Wi-Fi for Mobile Network Operators (MNOs) and Internet Service Providers (ISPs) - making it well-positioned to speak on the topic. BandwidthX has created - and is operating - Bandwidth Market, a cloud-based service that enables MNOs to buy Wi-Fi capacity exactly when and where they want to from participating ISPs and Wi-Fi service providers who have capacity in their networks.

Dr. Visuri's presentation – *How can you ensure best value from Wi-Fi for both operators and Wi-Fi service providers?* – will take place on Wednesday 12 June at 1:50pm and will cover:

- How to solve the three biggest issues in use of Wi-Fi: price, securely and seamlessly automating connections and quality of service?
- What opportunities are available to tap into existing broadband and Wi-Fi?
- How can Wi-Fi create new revenue streams and lower cost of service?

"We have confirmed through millions of tests of Wi-Fi signals that there is enormous, ubiquitous data capacity in urban areas around the world. Until now, this resource has only been used in-footprint by mobile carriers when the carrier owns the Wi-Fi network," says Dr. Visuri. "The impossible task of setting a flat, fixed price that would be attractive for both the seller and buyer has kept commerce at a standstill. We are applying the method that has worked for thousands of years for setting prices one sale at a time: the market."

The company's solution, Bandwidth Market, offers interfaces to MNOs and ISPs and Wi-Fi service providers to enter time and location based trading instructions into the automated,

cloud-based marketplace. “Whenever a mobile device needs additional capacity within range of a participating access point, our universal Market App seamlessly makes the connection and the MNO and ISP get to respectively buy and sell data capacity at an equitable price,” explains Dr. Visuri “which means everyone wins.”

In addition to the earlier presentation, Dr. Visuri will take part in a panel session – *New entrants and disruptors: The new players in the Wi-Fi ecosystem* – on Wednesday 12 June at 4:30pm. The session will discuss what kinds of new services can be expected as lots of inexpensive Wi-Fi capacity becomes available for MNOs, what Wi-Fi can mean to an operator’s brand, as well as whether new entrants will impact fixed, cable and mobile deployment strategies.

If you are attending the Wi-Fi Global Congress this week (10 – 13 June), at the Tower Hotel in London, and would like to meet Dr. Pertti Visuri, please contact Emma Johnson on +44 1636 812152, or email [emma.johnson@proactive-pr.com](mailto:emma.johnson@proactive-pr.com), telephone briefings can also be arranged.

For further information about BandwidthX, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter.

Ends

## **About BandwidthX**

BandwidthX has solved the main hurdles in putting Wi-Fi to work. The company offers a cloud-based marketplace where both mobile network operators and Wi-Fi service providers can define their value for capacity in real time and are automatically matched when their values align. Bandwidth Market gives the mobile operators incremental data capacity at lower cost when their networks are constrained, while allowing the Wi-Fi service providers to profit from new revenue streams. With this new form of micro-commerce, everyone in the Wi-Fi ecosystem wins: from network operators and hotspot service providers to equipment and software vendors, aggregators and financial clearing companies and, of course, the end user of the device. Taking advantage of the BandwidthX platform is simple and easy and does not require long-term commitments. Learn more about BandwidthX at <http://www.bandwidthx.com>.

For media information please contact Joanne Turner at [joanne.turner@proactive-pr.com](mailto:joanne.turner@proactive-pr.com) or on +44 1636 812152.