

News Release

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Heavy Reading Releases White Paper on Financial Impact of a Wi-Fi Market Solution

Heavy Reading in conjunction with Wireless 20/20 examine the financial impact of using a marketplace such as BandwidthX.

Today, [Heavy Reading](#) released a white paper that takes a data driven look at the value of Wi-Fi commerce. In the white paper entitled, "Value of Dark Wi-Fi: Financial Impact of a Wi-Fi Offload Market Solution", Heavy Reading together with [Wireless 20/20](#), an independent research and consulting company, analyze key findings from the Wireless 20/20 WiROI model. The paper demonstrates the financial impact to both MNOs and ISPs of being able to buy and sell on-demand Wi-Fi capacity using a marketplace such as provided by [BandwidthX](#) - the operator of a cloud-based market that enables Mobile Operators to buy unused Wi-Fi capacity from ISPs

The white paper evaluates a new mobile data paradigm – harnessing Wi-Fi capacity traded through a marketplace to create value for communication service providers. Even though Wi-Fi networks already carry a majority of mobile traffic, MNOs are required to continually add network capacity to keep up with expanding data growth. A new resource has emerged in operators' tool sets to help alleviate mobile data traffic demand: unused Wi-Fi capacity in hotspots and homespots. This abundant "Dark Wi-Fi," bought and sold on demand through a Wi-Fi offload marketplace, can provide major savings to MNOs and create new profitable revenue streams for ISPs and MSOs. Leveraging Wireless 20/20's WiROI model, the white paper analyzes the financial impact of on-tap Wi-Fi capacity from BandwidthX's automated marketplace.

"The in-depth analysis provided in the white paper from Heavy Reading and the Wireless 20/20 WiROI model clearly shows how much value is created in Mobile Operators savings and ISP revenue when harnessing unused Wi-Fi as a resource. We knew it was significant, but we are pleased to see this analysis confirm how large the opportunity truly is. BandwidthX makes tapping into this Dark Wi-Fi simple and cost effective," says Dr. Visuri, CEO of BandwidthX.

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow [@BandwidthX](#) on Twitter.

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About BandwidthX

BandwidthX has solved the main hurdles in putting Wi-Fi to work. The company offers a cloud-based marketplace where both Mobile Operators and Wi-Fi/Internet 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, 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 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>.

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