

News Release

9 October 2014

BandwidthX to speak at the WBA's Wi-Fi Global Congress

CEO, Dr. Pertti Visuri will address how "Dark Wi-Fi" brings new opportunity

This week [BandwidthX](#) CEO Pertti Visuri will speak about how flourishing specialization and enabling the use of "Dark Wi-Fi" creates new opportunity for everyone in the Wi-Fi ecosystem. He will be joining top industry leaders in discussing the future of Wi-Fi technology at the Wireless Broadband Alliance's [Wi-Fi Global Congress](#) in San Francisco, California.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that enables Wi-Fi access and roaming commerce. 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. By dynamically allocating capacity to meet demand, employing a market mechanism, and seamlessly making connections, it brings savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users.

Dr. Visuri's presentation – *Maximizing Value in Wi-Fi Through Specialization and Trade* – will take place on Friday October 10, 2014 at 3:10pm in San Francisco, California. The session will demonstrate how the mobile service industry benefits from allowing many different companies to contribute their specialized Wi-Fi assets and how this is impacting the mobile data revolution.

"Wi-Fi brings an opportunity to create more value in the mobile data ecosystem through specialization and trade. Operators should, and now can provide connectivity to all devices in their own footprint, using existing broadband and Wi-Fi assets. BandwidthX removes friction from the process by automating the connections and enacting trade using a market mechanism that divides value in a fair way between the providers and buyers of the connectivity," says Dr. Visuri. "We look forward to discussing, at the Wi-Fi Global Congress in San Francisco this week, the benefits that fully harnessing Wi-Fi can bring."

For further information about BandwidthX and its solution, 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 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>.

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