

News Release

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BandwidthX Offers Seamless Connectivity on World Wi-Fi Day

The company will sponsor free high-speed Wi-Fi access for 30 days inside its network

CARLSBAD, Calif. - [BandwidthX](#) today announced that it will sponsor free high-speed Wi-Fi access for 30 days in recognition of World Wi-Fi Day. The [Wireless Broadband Alliance](#) launched World Wi-Fi Day as a global initiative created to find ways to bridge the digital divide. On June 20th, World Wi-Fi Day will bring into focus the widespread lack of broadband infrastructure in both developed and emerging markets. The Wireless Broadband Alliance is encouraging government bodies, technology vendors, Internet service providers, fixed and mobile operators, and other industry stakeholders to unite to bring connectivity to everyone, everywhere.

BandwidthX is accepting the challenge by offering consumers the opportunity to access high-speed Wi-Fi free of charge through portions of its vast network of both free and paid hotspots in the U.S. and select countries. By downloading its SpotWiFi app, available on both the [Google Play Store](#) and [Apple App Store](#), BandwidthX will sponsor the cost of the access for 30 days from sign up.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that makes accessing Wi-Fi from third parties as a part of a mobile network practical and economical. 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 by employing a market mechanism, and seamlessly making connections, BxMarket delivers savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users.

“The inaugural World Wi-Fi Day is an opportunity to recognize the hard work and effort that has gone into making the world’s leading cities become better connected. However, it is also an opportunity to call on cities, government bodies, operators and technology companies to come together to deliver affordable wireless connectivity and reduce the number of urban unconnected around the world,” said Shrikant Shenwai, CEO of the Wireless Broadband Alliance.



“We are happy to be supporting the WBA’s World Wi-Fi Day initiative. By harnessing underutilized Wi-Fi capacity, we are demonstrating the opportunity for everybody across the Wi-Fi ecosystem to win: mobile operators can expand capacity at a lower cost, Internet service providers can realize new revenue and end consumers have access to robust, seamless broadband service at a lower cost and in more locations,” said Pertti Visuri, BandwidthX CEO.

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter. You can find full details about the WBA’s World Wi-Fi Day at - <http://worldwifiday.com>.

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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 the Wireless Broadband Alliance

Founded in 2003, the mission of the Wireless Broadband Alliance (WBA) is to champion the development of the converged wireless broadband ecosystem through seamless, secure and interoperable unlicensed wireless broadband services for delivering outstanding user experience. Building on our heritage of NGH and carrier Wi-Fi, WBA will continue to drive and support the adoption of Next Generation Wi-Fi services need coexistence and convergence of unlicensed and licensed networks across the entire public Wi-Fi ecosystem, including IoT, Big Data, Converged Services, Smart Cities, 5G, etc. Today, membership includes major fixed operators such as BT, Comcast and Time Warner Cable; seven of the top 10 mobile operator groups (by revenue) and leading technology companies such as Cisco, Microsoft, Huawei Technologies, Google and Intel. WBA member operators collectively serve more than 3 billion subscribers and operate more than 30 million hotspots globally.

The WBA Board includes AT&T, Boingo Wireless, BT, China Telecom, Cisco Systems, Comcast, Intel, KT Corporation, Liberty Global, NTT DOCOMO, Orange and Ruckus Wireless. For a complete list of current WBA members, please [click here](#).

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