

News Release

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BandwidthX CEO to speak at Wi-Fi NOW conference

Dr. Pertti Visuri will discuss solving the dilemma of “unwanted” Wi-Fi

CARLSBAD, Calif. – Today [BandwidthX](#) CEO Pertti Visuri will speak at the Wi-Fi NOW conference in Amsterdam. He will address how mobile operators can automatically control exactly what Wi-Fi to use and when and where to use it. The wireless industry has made great progress in making Wi-Fi connections automatic and seamless, bringing improved connectivity. However, valuable Wi-Fi is often mixed with Wi-Fi that is unwanted – at least not at that moment or in that situation.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that makes Wi-Fi access and roaming commerce practical on a wide scale. 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.

The session titled *Solving the Dilemma of Unwanted Wi-Fi* will take place on Wednesday November 18, 2015, at 4:30pm CET. The Wi-Fi NOW conference sessions are being held at Westergasfabriek BV – Transformatorhuis Hall in Amsterdam, Netherlands.

“Much progress has been made in making Wi-Fi connections automatic and seamless. However, it is not enough to make sure every connection is high quality. You must give the mobile operator full and precise control over automatic Wi-Fi connections for their devices. BandwidthX has created a mechanism for separating the “wheat” from the “chaff” to make sure Wi-Fi creates the maximum value,” said CEO Pertti Visuri, “I am looking forward to discussing this challenge and solution at the Wi-Fi NOW conference.”

For further information about 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>.

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