

## News Release

26 October 2016

### BandwidthX Shares Operating Experience at Wi-Fi NOW Conference

CARLSBAD, Calif. – [BandwidthX](#) Vice President of Global Sales, Brian Moses, discussed the company's experience running BxMarket at the [Wi-Fi NOW conference](#) in London today. Three years after launching the Wi-Fi marketplace, BandwidthX has gained significant insight into the challenges and value of on-demand data capacity. Mr. Moses shared findings on data speeds, end-user experience, and data capacity cost reduction for customers using a policy-based dynamic market.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that makes Wi-Fi a seamless extension of cellular networks 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. The company has solved the two key issues in utilizing Wi-Fi as mobile data: making sure that every automated connection improves the end user's experience and providing the mobile operator effective control of how Wi-Fi is used. BxMarket brings savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users.

The session titled *Experience from Running the Wi-Fi Market* took place on Wednesday October 26, 2016, at 1:30pm GMT. The Wi-Fi NOW conference sessions are being held at ILEC Conference Center in London, United Kingdom.

"We are delighted to share our experience from running BxMarket. We've gained a lot of insight into what it takes to use third-party data capacity in a meaningful and end-user friendly way. Serving millions of devices has shown just how effective intelligent data offload can be in reducing data costs," said CEO Pertti Visuri.

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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