News Release
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BandwidthX Expands Service Offering to Cellular

CARLSBAD, Calif. – BandwidthX has expanded its software and services to include cellular network optimization. The service called BX Cross Optimization (BxCO) adds a completely new dimension to the art of maximizing network capacity utilization. It automatically reaches across network boundaries to better balance load in two networks or two independent layers in a single network.

"We are very excited about BX Cross Optimization and the savings and subscriber experience improvements it brings. BxCO harnesses underutilized capacity to improve the capital efficiency of cellular networks ," said CEO Dr. Pertti Visuri, "Operators in many countries are engaging in static sharing of parts of their networks to lower CAPEX. Through dynamic BxCO these benefits are now available in dense, urban areas where costs are driven by the need for capacity."

To meet the growing data demand, mobile operators must build networks with the future in mind. This requires creating large underutilized capacity reserves to cover demand growth until the next opportunity to increase capacity in each location. BxCO can use this underutilized capacity to serve devices that would otherwise be on a heavily loaded network. Each participating operator can use BxCO to turn their own underutilized capacity into a valuable asset and use it to pursue the competitive advantage that fits their strategy.

BandwidthX's business is centered on the value proposition of economically optimizing the use of mobile data capacity and providing a better user experience in the process. The expansion into cellular data capacity aligns with the company's mission and further strengthens benefits to its customers. The company now has multiple solutions to optimizing capacity use in mobile data networks, making sure that every automated connection improves the end user's experience and giving the mobile operator effective control of how to best use the available networks. Through all of its products and services, BandwidthX brings savings for Mobile Operators and better service for end-users.

For further information about BandwidthX and its solution, visit http://bandwidthx.com or follow @BandwidthX on Twitter.

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About BandwidthX

BandwidthX provides software and services to optimize the utilization of mobile data networks across network boundaries. This optimization extends the capacity and coverage of data networks, creates CAPEX and OPEX savings, and enhances mobile connectivity for mobile subscribers. Our initial business was based on Wi-Fi capacity with tens of millions of mobile devices and access points active on our platform. Our services have grown to include cellular capacity (LTE and 5G) through Cross Optimization (BxCO) across network boundaries. With BandwidthX's award winning products everyone in the mobile data ecosystem wins: from mobile and network operators to equipment and software vendors and services providers and, of course, the end users of mobile devices. Learn more about BandwidthX at http://www.bandwidthx.com.