

## News Release

17 June 2014

### **BandwidthX Joins Key Speakers at the Wi-Fi Offload Summit**

*CEO, Dr. Pertti Visuri will address how everyone wins with "Dark Wi-Fi"*

This week [BandwidthX](#) will join top industry leaders in discussing Wi-Fi monetization opportunities at the [Wi-Fi Offload Summit](#) in Palo Alto, California. The company's CEO, Dr. Pertti Visuri, will speak about creating value for everybody in the wireless industry by enabling the use of "Dark Wi-Fi" capacity and sharing the value that's created in a fair way through a dynamic market.

BandwidthX has developed - and is operating - Bandwidth Market, a cloud-based service that enables Wi-Fi access and roaming commerce. The business-to-business solution enables Mobile Operators to precisely meet data demand growth 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 – *Harnessing Dark Wi-Fi: When Markets Work Everyone Wins* – will take place on Wednesday June 18, 2014 at 9:05am in Palo Alto, California. In addition, Dr. Visuri will take part in a panel session on *'Dark Wi-Fi' and the promise of massive Wi-Fi capacity builds using 'homespots'* later that day at 9:55am. The panel will examine the opportunities and challenges of using third-party Wi-Fi as a wireless capacity solution.

"We look forward to taking part in the Wi-Fi Offload Summit in Palo Alto and discussing how everyone in the wireless industry can benefit from 'Dark Wi-Fi' and how a market allows the value created to be shared in a fair and frictionless manner," says Dr. Visuri. "BandwidthX harnesses this new capacity source in so that everyone wins – both the parties that have capacity as well as the ones that utilize it."

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow [@BandwidthX](#) on Twitter.

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### **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>.

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