

**News Release**

**31 October 2014**

**Fierce Innovation Awards: Telecom Edition Announces Finalists, BandwidthX Recognized**

CARLSBAD, Calif. – [BandwidthX](#) announced today that it has been selected as a finalist in this year's Fierce Innovation Awards: Telecom Edition, an operator-reviewed awards program from the publishers of FierceWireless, FierceTelecom and FierceCable.

BandwidthX was recognized as a finalist in the category of Traffic Offload.

The company was selected as a finalist for its innovative, industry-leading product, BxMarket. The business-to-business solution is a cloud-based Wi-Fi market that enables Wi-Fi access and roaming commerce. It 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, BxMarket brings savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users.

Finalists' applications were judged by an exclusive carrier-only panel of executives from AT&T, CableLabs, Cablevision System Corporation, Comcast, Cox Communications, Inc., Orange, Sprint, TeliaSonera International Carrier, and Verizon. Full profiles of the judges can be found at <https://www.fierceinnovationawards.com/telecom/2014/judges>.

All applications were evaluated based on the following criteria: technology innovation, financial impact, market validation, compatibility with existing networks, end-user customer experience, and overall level of innovation.

"We are excited to have been selected as a finalist in the Traffic Offload category of the Fierce Innovation Awards," says BandwidthX CEO Pertti Visuri. "At BandwidthX we focus on creating value for everybody in the industry by enabling use of Wi-Fi capacity and sharing the value created in a fair way"

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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## **About FierceMarkets**

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