

News Release

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BandwidthX CEO to Join Wi-Fi Global Congress Panel

CARLSBAD, Calif. – [BandwidthX](#) will join top industry leaders in examining innovation and emerging trends in Wi-Fi at this week's [Wi-Fi Global Congress](#) in San Jose, California. The company's CEO Dr. Pertti Visuri will participate in a panel composed of other notable industry CEOs to discuss what collaboration opportunities exist in Wi-Fi monetization.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that makes Wi-Fi access and roaming commerce practical on a much wider scale than before. 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 panel titled *Collaboration Opportunities for Wi-Fi Monetization* will take place on Thursday October 15, 2015, at 3:50pm. The Wi-Fi Global Congress sessions are being held at the San Jose Convention Center.

"I am excited to be discussing collaboration opportunities in Wi-Fi monetization with other distinguished CEOs at this week's Wi-Fi Global Congress. BxMarket is an ideal collaboration solution for Wi-Fi monetization since everyone who participates wins – from the Mobile Carriers to the Wi-Fi and Internet Service Providers, and our partners. We are proud to have a growing group of service providers to tens of millions mobile devices and access points enjoying the benefits of our service," said Pertti Visuri, "This already creates tremendous value in today's wireless environment, and our solution will enable even broader collaboration to best utilize network resources as the industry evolves towards the dynamic 5G future."

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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About the Wi-Fi Global Congress

WBA's Wi-Fi Global Congress is the world's leading Wi-Fi event. Alternating between the UK and the US, WBA's twice yearly event is the meeting place for individuals and organizations driving carrier and public Wi-Fi. The congress comprises a 2-day conference, exhibition & innovation showcase, VIP networking, leadership summit and member working sessions. More than 650 attendees join 65-high-level speakers and panelists to discuss and learn about Wi-Fi innovation including; its role in 5G, Smart Cities, M2M and IoT as well as its central role in the wireless industry including providing connectivity for high-density venues, voice and location services and other emerging areas

For more information, please visit <http://www.wballiance.com> or follow the WBA on Twitter: @wballiance