News Release

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BandwidthX CEO to Speak on Smart Network Selection at Wi-Fi NOW conference

CARLSBAD, Calif. – BandwidthX announces that CEO Dr. Pertti Visuri will speak about smart network selection for mobile data at the Wi-Fi NOW conference in Washington, D.C. Increasingly mobile devices have more than one choice regarding which network to use for their data connection. The decision about which network to use can be complicated and should be automated. Dr. Visuri will discuss how to create the optimum selection process and how to use the two kinds of criteria - quality and cost.

BandwidthX operates BxMarket, a cloud-based Wi-Fi market that makes Wi-Fi access and roaming commerce practical 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. By dynamically allocating capacity to meet demand, employing a market mechanism, and seamlessly making optimum network connections, BxMarket brings savings for mobile operators, new revenue streams for Wi-Fi providers, and better service for end-users.

The session titled *Quality or Cost? Making Smart Network Selections* will take place on Wednesday April 20, 2016, at 4:00pm EST. The Wi-Fi NOW conference sessions are being held at Sheraton Tysons Hotel in Tysons, VA, USA.

“Delivering mobile data is a very dynamic process that takes place in a constantly changing environment. To best meet both the consumer’s and mobile operator’s needs in a seamless manner, it is crucial that devices keep making smart, automatic network selections. I’m looking forward to discussing network selection and our experiences in putting it to use every day in BxMarket with millions of devices and access points,” 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.

For media information please contact info@bandwidthx.com or +1 760 203 4955.