

News Release

October 26, 2017

**BandwidthX Discusses Improving LTE performance
through Smart Wi-Fi at Wi-Fi NOW**

CARLSBAD, Calif. – [BandwidthX](#) Vice President of EMEA Giorgio Miano will examine the benefits of Smart Wi-Fi to LTE at the [Wi-Fi NOW](#) conference in The Hague, Netherlands. In previous years, Wi-Fi quality has been a source of hesitation for operators to fully embrace its use. However, now not only has Wi-Fi matured to provide a carrier grade complement to LTE, but using Wi-Fi actually also improves the user experiences in LTE. The session at the conference will explore the improvements and impact that BandwidthX has seen over the past few years that make Wi-Fi a meaningful and valuable complement to LTE.

BandwidthX operates an advanced connection management service and a cloud-based market, BxMarket, where both Mobile Operators and Network Service Providers can define their value for data capacity in real time and are automatically matched when their values align. The business-to-business solution enables Mobile Operators to precisely meet data demand by buying unused data capacity from Network Service Providers. BandwidthX has solved the two key issues in utilizing excess capacity in mobile data networks: making sure that every automated connection improves the end user's experience and providing the mobile operator effective control of how and what data is used. BxMarket brings savings for Mobile Operators, new revenue streams for Network Service Providers, and better service for end-users.

The session titled *Improving LTE with Smart Wi-Fi* will take place on Wednesday November 1, 2017, at 11:30am CET. The Wi-Fi NOW conference sessions are being held at Hotel NH Den Haag in The Hague, Netherlands.

“We are pleased to be sharing our experience about the benefits of Smart Wi-Fi at the Wi-Fi Now conference. BandwidthX has seen the improvement that can occur in LTE networks when the percentage of the load that is carried by Wi-Fi is increased,” said CEO Pertti Visuri, “During the session, Giorgio will highlight all the necessary elements from quality thresholds to control levers that enable the smart use of Wi-Fi.”

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

Ends

About BandwidthX

BandwidthX operates an advanced connection management service and a cloud-based marketplace where both Mobile Operators and Network 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 Network Service Providers to profit from new revenue streams from their underutilized data networks. With this new form of micro-commerce, everyone in the mobile data ecosystem wins: from Mobile Operators and Network 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.