

**News Release**

**November 13, 2017**

**BandwidthX Joins Fellow Panelists to Discuss Next Gen Wi-Fi**

CARLSBAD, Calif. – At the [Wireless Global Congress](#) in New York City, [BandwidthX](#) President and COO Tom Furlong will join other top industry executives to examine the opportunities for monetization and new services with Next Generation Wi-Fi. Next Generation Wi-Fi has enabled the Wi-Fi ecosystem to develop new business models for consumers and enterprises by offering an alternative mobile data capacity.

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 panel session titled *Next Gen Wi-Fi (HS2.0) and Monetization* will take place on Wednesday November 15, 2017, at 3:50pm EST. The Wireless Global Congress will take place at Roosevelt Hotel in New York, New York.

"I am pleased to join the other panelists in discussing the new services and opportunities that Next Generation Wi-Fi presents. The BandwidthX solution puts quality control and the network selection in the hands of the mobile operators harnessing the power of underutilized Wi-Fi," said Tom Furlong, "With BxMarket the mobile operator can use mobile data capacity exactly when and where it is needed. This, in turn, lowers the network load, improves the LTE speed, and reduces the cost of keeping up with growing data demand."

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 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>.

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