News Release
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BandwidthX to Speak at the MVNO Industry Summit USA in Dallas

CEO, Dr. Pertti Visuri will address how to ensure the best value from Smart Wi-Fi offload

BandwidthX today announces that it will join top industry representatives in the 'Utilising Wi-Fi & Data Roaming to Build on Subscriber Bases' session at this week's MVNO Industry Summit USA in Dallas, TX. The company's CEO, Dr. Pertti Visuri, will discuss the value of Smart Wi-Fi offload in bottom line savings and better customer experience.

The company, a session sponsor of the event, has developed a solution that maximizes the value of Wi-Fi for Mobile Operators and Internet Service Providers -making it well-positioned to speak on the topic. BandwidthX's cloud-based solution Bandwidth Market creates a marketplace for Wi-Fi access and commerce that bridges the gap between Mobile Operators and Wi-Fi/Internet Service Providers. The solution brings new revenue streams and improved profitability for all parties.

Dr. Visuri's presentation – *Value of Smart Wi-Fi offload in bottom line savings and better customer experience* – will take place on Friday November 22 at 12:20pm CT and will cover:

- How Smart Wi-Fi offload can reduce wholesale data costs
- Implementing precise, real time control of connection policy for each device
- Harnessing the true power of a cloud connected App, customized for each MVNO
- How to maintain and manage quality of service when using 3rd party Wi-Fi for mobile data

"We are excited to discuss the value of Smart Wi-Fi Offload at the MVNO Industry Summit in Dallas. Smart Wi-Fi offload has become increasingly important as a supplemental data capacity option. At BandwidthX we make the process simple and cost effective allowing each Mobile Operator to buy precisely what they need when and where they want it," says Dr. 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 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. Taking advantage of the BandwidthX platform is simple and easy and does not require long-term commitments. Learn more about BandwidthX at http://www.bandwidthx.com.

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