# bandwidthX

**News Release**

**23 January 2014**

## BandwidthX CEO to Speak at the Wi-Fi Offload Summit

*Dr. Pertti Visuri will address how to create value with "Dark Wi-Fi"*

At this week's Wi-Fi Offload Summit in Frankfurt, Germany, BandwidthX will join top industry leaders in examining the innovation and monetization opportunities in Wi-Fi offload. The company's CEO, Dr. Pertti Visuri, will speak to creating value with Wi-Fi Offload by adding commerce into the process.

BandwidthX has developed - and is operating - Bandwidth Market, a cloud-based service that enables Wi-Fi access and roaming commerce.  The business-to-business solution enables Mobile Operators to precisely meet peak data demand growth 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.

Dr. Visuri's presentation – *Creating Value with "Dark Wi-Fi" and Adding Commerce to Connection Management*  – will take place on Thursday January 23, 2014 at 2:30pm in Frankfurt, Germany. Later in the same day, Dr. Visuri will also participate in a panel session on *Building Wi-Fi networks for massive capacity offload: What are the options?*  The panel will examine the options for building large-scale Wi-Fi networks for mobile data offload.

"Smart Wi-Fi offload has become increasingly important as a mobile 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.  We are looking forward to discussing the value of 'Dark Wi-Fi' for both Mobile Operators and Internet Service Providers at Wi-Fi Offload Summit in Frankfurt," 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. Learn more about BandwidthX at http://www.bandwidthx.com.

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