

News Release

May 11, 2017

BandwidthX Expands Its Wi-Fi Offering

BandwidthX supports the launch of Syniverse Mobile Marketplace

CARLSBAD, Calif. – [BandwidthX](#) today announced its support of the Syniverse Mobile Marketplace, a new addition to Syniverse’s secure platform that enables service providers and enterprises from around the world to buy and sell Wi-Fi with the click of a button. Syniverse developed the Mobile Marketplace solution with the support of BandwidthX, which will also participate in the marketplace in several ways, including tapping into its international footprint and offering dynamic pricing, automated policies and advanced connection management services.

“We are pleased to support Syniverse in the launch of its Mobile Marketplace solution and look forward to the new opportunities that it will provide everyone in the Wi-Fi ecosystem,” says Pertti Visuri, BandwidthX CEO, “The global Wi-Fi footprint represents a very large and rapidly growing resource for all mobile devices. Better efficiency in accessing that footprint and streamlining procurement processes will bring significant value to the industry.”

Syniverse Mobile Marketplace easily allows participants to search for Wi-Fi coverage and then connect and make agreements with potential buyers and sellers. In support of the marketplace, BandwidthX is providing their advanced connection management service and their cloud-based market, BxMarket, in which 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. This business-to-business solution enables mobile operators to precisely meet data demand by automatically accessing available Wi-Fi and buying unused data capacity from network service providers.

“We are pleased to work with BandwidthX to create Mobile Marketplace as new model for how Wi-Fi coverage can be obtained and deployed,” said John McRae, Group Vice President and General Manager, Syniverse.

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 www.bandwidthx.com.

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About Syniverse

Syniverse is the leading global transaction processor that connects approximately 1,500 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement. For more than 30 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere. For more information, visit www.syniverse.com, follow [Syniverse on Twitter](#) or connect with [Syniverse on Facebook](#).