



FOR IMMEDIATE RELEASE

VANTRIX WINS BROADBAND TRAFFIC MANAGEMENT AWARD FOR TECHNOLOGY INNOVATION

Company awarded Best Content Optimization for Managing Traffic on Mobile Networks

Montreal, Canada – November 16, 2011 –[Vantrix](#), the global leader in mobile video mediation and delivery solutions, today announced that it has been awarded the [Broadband Traffic Management award](#) for *Best Content Optimization for Managing Traffic on Mobile Networks* for its [Vantrix Bandwidth Optimizer platform](#). Award winners were announced on Tuesday November 15th at the [Broadband Traffic Management conference](#) in London, UK.

Video has become an integral part of our daily lives. Thanks to the worldwide surge in demand for video-enabled smartphones and tablets, as well as the proliferation of online premium and free video content, people are using mobile video more than ever before. Analysts predict that by 2015 video will represent 70% of all mobile Internet traffic, clearly creating a network capacity challenge for operators. Vantrix Bandwidth Optimizer provides analytics that drive its optimization of on-deck and over-the-top video content, in real-time and on-demand, while providing measurable best in class Quality of Experience.

“Mobile operators are increasingly seeing video as a strategic weapon rather than simply a network problem, especially as they move towards LTE,” said Allan Benchetrit, President & CEO of Vantrix. “They want to have a better understanding of how video is being used in order to apply the right combination of video-specific policies and technologies. If done right, this in turn leads to revenue assurance through customized billing, CAPEX and OPEX savings, a better user experience and a natural reduction in churn. We are very proud that Vantrix Bandwidth Optimizer has been recognized at this strategic event. This award encourages us to continue to develop innovative solutions that make mobile video work for operators and their customers.”

About Vantrix

Vantrix is the global leader in mobile video mediation and delivery solutions, encompassing solutions for streaming, browsing and messaging. The Vantrix Mediadvance platform provides operators with intelligence, control, optimization and enhancement capabilities that ensure the richest user experience and most cost-effective use of their resources. Deployable as a single platform, Mediadvance can be used for over-the-top (OTT) and premium video services including mobile and web TV, video on demand, MMS and user-generated content.

Vantrix solutions are deployed in over 75 networks, serving over 1 billion subscribers worldwide. Vantrix is proud to count among its customers: [Sprint](#) (NYSE:S), [Orange](#), [Telefonica](#) (NYSE:TEF), [T-Mobile](#), [TeliaSonera](#) (OMX:TLN), [MTS](#), [Etisalat](#) (ADX:ETISALAT), [Saudi Telecom Company](#) (TADAWUL:STC), [Tata Telecom](#) and [Videotron](#).

Vantrix is headquartered in Montreal with offices in United States, London, Hong Kong, and Dubai. To learn more about Vantrix, visit www.vantrix.com and follow us @VantrixCorp.

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