



WhiteSpace Alliance continues its steady growth with new members iconectiv and ORB Analytics;

WhiteSpace Alliance to Participate in the Super Wi-Fi and Shared Spectrum Summit

Chelmsford, MA – (August 8, 2013) – The [WhiteSpace Alliance \(WSA\)](#)™, a global trade association focused on enabling spectrum sharing in the emerging worldwide WhiteSpace ecosystem to deliver products and services that use WhiteSpace spectrum, continues its growth with the addition of new members iconectiv and ORB Analytics.

WSA members share a common vision and goal to collectively realize the potential for the emerging global WhiteSpace ecosystem. Members benefit by leveraging peer and multi-disciplinary expertise, pooling knowledge and mitigating risks. WSA is actively recruiting members from all parts of the ecosystem such as silicon providers, ISPs, Database Providers, Broadcasters, Original Device and Equipment Manufacturers (ODM/ OEM). “We welcome new members iconectiv and ORB Analytics and appreciate that they are willing to invest their time and energy to realize this global, multi-billion dollar opportunity and make an impact on their companies’ bottom line,” said Ivan Reede of AmeriSys and vice chairman of WhiteSpace Alliance, “This is a unique opportunity to shape the organization, and participate in the WhiteSpace market--the next generation of Internet of Things.”

“iconectiv is pleased to join the WSA adding our state-of-the-art database technology supporting spectrum sharing to the ecosystem. This growing ecosystem will enable expanded internet access in the United States and around the world,” said John P. Malyar, Chief Architect, iconectiv.

ORB Analytics CTO Dr. Samuel MacMullan adds that “ORB Analytics looks forward to participating in WSA efforts to accelerate the rollout of WhiteSpace devices urgently needed for rural broadband and other wireless applications.”

The WhiteSpace Alliance, as an authoritative voice in the area of both broadband and the WhiteSpace ecosystem, is also reaching out to media partners to help spread the word about these new technologies.

WSA at the Super-WiFi and Shared Spectrum Summit™

As Gold sponsors for the upcoming Super WiFi Summit™, August 27-29, in Las Vegas, White Space Alliance members will provide prototypes and solutions as well as insight into real world commercial deployments of the WhiteSpace Bands. While at the Summit, visitors to the WSA

display in the demo pavilion will learn more about the Alliance and its members. Member companies attending the event will include, NICT (Japan), ISB Corporation, Texas Instruments, Azcom Technologies, AmeriSys, Adaptrum, iconectiv (Platinum sponsors) and ORB Analytics.

This technology and policy evolution is positioned to help fill in the growing broadband demand through cognitive spectrum sharing enabling applications such as rural broadband, cellular offload, smart grid, machine to machine etc.

Contact info@WhiteSpaceAlliance.org to receive a 20% discount code on the registration.

About iconectiv:

Telcordia Technologies, Inc., is a wholly owned subsidiary of Ericsson, doing business as **iconectiv**, develops market leading solutions that enable operators to interconnect networks, devices, and applications critical to evolving the global telecommunications marketplace.

iconectiv's White Space Database solution enables the best of two worlds: Access to spectrum with superior coverage capabilities, and interference free operation, enabling high quality and cost-effective wireless broadband access for a wide range of applications. iconectiv is a FCC certified White Space database administrator, and is a leader in implementing commercial database solutions for communications service providers and regulators worldwide. For more information visit www.iconectiv.com/whitespaces

About ORB Analytics, Inc.

ORB Analytics, Inc. was established in 2009 with a mission to develop software and hardware products based on the company's cognitive radio network innovations. ORB Analytics has delivered products for communications and digital signal processing applications to commercial customers as well as government partners including Army CERDEC, SPAWAR, NSF, DARPA, AFRL, and NASA. We provide licensable IP blocks for FPGA and ASIC implementation and integrated transceiver designs. The company's software capabilities span from the full design and architecture of highly distributed end-to-end systems to tightly knit integrated components.

ORB Analytics is also developing solutions for broadband communications over TV and other WhiteSpaces. ORB Analytics' experience, partnerships, and technology well-position the company to deliver cost-effective WhiteSpace solutions to customers worldwide. For more information, please visit www.orbanalytics.com.

About WhiteSpace Alliance

[WhiteSpace Alliance \(WSA\)](http://www.WhiteSpaceAlliance.org)™ (www.WhiteSpaceAlliance.org) is an international trade association enabling the emerging worldwide WhiteSpace ecosystem to deliver products and services that use WhiteSpace Bands. WhiteSpace Alliance will collectively educate and seed the market to demonstrate the benefits of using WhiteSpaces. WSA has created the worldwide successful marketplace providing high efficiency spectrum sharing cognitive radio solutions. WhiteSpace Alliance solutions enable many new applications such as smart utility networks,

internet of things, intelligent transportation and cognitive machine-to-machine. WSA specifications such as Wi-FAR™ that complement LTE-Advanced™, Wi-Fi™ and others, will demonstrate further enhancements in radio performance, interference mitigation and network capacity. WSA technologies promise high speed wireless access to many different market segments around the world.

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