



January 17, 2019  
BBIX, Inc.

## **BBIX Launches New IX Point “BBIX Tokyo 7” at NTT Communications Data Center in Tokyo**

BBIX Inc. (“BBIX”), a subsidiary of SoftBank Corp. which conducts Internet exchange (IX) business, today announced the launch of a new IX point “BBIX Tokyo 7” that will start operations from April 2019. The new IX point will be located in the NTT Communications Corporation’s data center, which operates to provide data center service “Nexcenter™” in Tokyo.

“BBIX Tokyo 7” will provide “IX Connect Service” which enables seamless and stable data traffic exchange for major content providers and Internet service providers (ISPs) in and out of Japan. Customers who connect to “BBIX Tokyo 7” will be able to achieve direct connectivity with more than 190 other operators who connect to BBIX’s other IX points in Tokyo and “BBIX Okinawa”, as well as those who connect to BBIX Hong Kong and BBIX Singapore via “Smart IX” without having to worry about higher international backhaul costs.

The importance of direct peering between Internet companies is becoming increasingly important due to further popularization of cloud services, expansion of in-house operation of corporate business networks, and utilization of higher speed access circuits. BBIX aims to contribute to customers’ enhancement of interconnection quality and cost reduction by providing opportunities with efficient data traffic exchange through “BBIX Tokyo 7”.

### ■ “BBIX Tokyo 7” outline

1. Service location  
Tokyo, Japan
2. Offering services  
“IX Connect Service”

Service	A mutual interconnection point for traffic exchange between users such as major content providers, Internet service providers (ISPs), educational institutions and corporations
Port Type	1G Ethernet / 10G Ethernet / 100G Ethernet
Optional Service	Link Aggregation Route Server VLAN

# Price inquiries: E-mail: [bbix-sales@bbix.net](mailto:bbix-sales@bbix.net)

■ About BBIX

Company Name: BBIX, Inc.  
URL: <https://www.bbix.net/en/>  
Head Office: 1-9-1 Higashi Shimbashi, Minato-ku, Tokyo, Japan  
Representative: Keiichi Makizono, President & CEO  
Date of Est.: June 13, 2003  
Capital: 100 million yen  
Shareholder: 100% owned by SoftBank Corp.  
Business: Telecommunications operator under Japan's Telecommunications Business Act;  
leasing, maintenance & management of telecommunications equipment; development,  
sales, maintenance & management of computer hardware/software

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