

January 21, 2020

BBIX, Inc.

BBIX Launches "SmartIX" in the U.S. and Europe

BBIX, Inc. ("BBIX"), a subsidiary of SoftBank Corp. that conducts an Internet eXchange (IX) business, will expand service destinations for its "SmartIX" service to the United States and Europe from February 2020.

■ Service Overview

"SmartIX" is an exchange service that enables international connections. BBIX has been providing an Internet eXchange (IX) service to Internet Service Providers (ISP) and a Roaming Peering eXchange (RPX) service with the world's first large-scale mobile international data roaming peering* environment to Mobile Network Operators (MNO) at sites in Asia.

BBIX will expand service destinations to the United States and Europe and aim to provide a comfortable connectivity environment for customers around the world.

*Note: Platform which enables to connect and exchange traffic directly between network operators.

Service	Internet eXchange (IX)	Roaming Peering eXchange (RPX)
Exchange points	Asia (Tokyo, Singapore, Hong Kong) U.S. (Chicago, Dallas, Los Angeles, Miami) Europe (Amsterdam, London, Marseille)	
Port type	1G Ethernet / 10G Ethernet	
Pricing	Contact us at <bbix-sales@bbix.net>	

■ About establishment of local subsidiaries

The BBIX network, as an Internet exchange, has grown into infrastructure by connecting customers in various fields, not only in Japan but also in Asia. In October 2018, BBIX USA, Inc. and BBIX Europe B.V. were established as local subsidiaries to provide "SmartIX" service in the United States and Europe with the aim of improving connectivity between Asia and the other regions in the world, and to realize ideal Internet traffic exchange interconnections.

Company Name	BBIX USA, Inc.	BBIX Europe B.V.
Representative	Keiichi Makizono	Keiichi Makizono
Date of Est.	October, 2018	October, 2018
Office	California, U.S.A.	Amsterdam, The Netherlands
Shareholder	100% owned by BBIX, Inc.	100% owned by BBIX, Inc.
Business	Internet exchange (IX) business Roaming Peering eXchange (RPX) business	Internet exchange (IX) business Roaming Peering eXchange (RPX) business