

## Spectrum Bridge Named Winner of Andrew Seybold 2010 Choice Award

*Company Honored as Most Innovative Mobile Technology of 2010 for its TV White Spaces Network*

**LAKE MARY, Fla. – March 24, 2010** – [Spectrum Bridge](#), whose software solutions are leading the way in addressing the looming global spectrum shortage, today announced that it has been named a winner of the [Andrew Seybold](#) 2010 Choice Awards. The company was honored as the top innovator in the area of technology for its [TV White Spaces](#) Network. Spectrum Bridge's award was announced at the 20th Annual Andrew Seybold Wireless Dinner in the Venetian Hotel and Casino in conjunction with CTIA's Spring Wireless exposition, with more than 300 industry participants attending. This year's competition was structured around the theme of 'Visions, Validations, Vistas'.

The Andrew Seybold 2010 Choice Award winners were selected from a group of 12 finalists by a panel of judges deeply versed in the prevailing issues, challenges and opportunities presented by the evolution of the technology and its markets.

"We congratulate the winners and at the same time, we want to acknowledge the excellence and imagination of the other finalists," Seybold says. "Wireless continues to be an exciting sector of the communications industry and, Spectrum Bridge is a visionary company and a pioneer in the transformation of TV White Spaces to deliver broadband access and "smart city" applications. These services would not otherwise be possible for rural areas and geographies that present unique challenges for existing wireless technologies. Their work will certainly impact business and society as a whole and deliver ever greater value to users and providers of wireless technology."

"We are thrilled to be named as the winner of the prestigious Andrew Seybold Choice Award and see it as validation of the importance of our work with TV White Spaces to uncover new wireless spectrum assets," said Peter Stanforth, CTO and cofounder of Spectrum Bridge. "Spectrum Bridge will continue to focus on innovation and work to bring solutions that make spectrum more available, accessible and productive so that mobile operators can deliver the highest bandwidth for the lowest cost to their customers."

More information on TV white spaces can be found at Spectrum Bridge's [ShowMyWhiteSpace.com](#) website.

Spectrum Bridge's Show My White Space application is available for the [iPhone](#) now and can be downloaded for free at the [Apple Inc., App Store](#).

**About Andrew Seybold, Inc.** Andrew Seybold, Inc. is dedicated to solving client challenges through strategic consulting, client-specific research and analysis, publications, speaking engagements and educational programs. Company founder Andrew M. Seybold and his partners provide deep technology and business expertise, proven best practices and long-established relationships with industry leaders. Mr. Seybold is highly regarded for his COMMENTARY e-newsletter and the Andrew Seybold Wireless University.

### **About Spectrum Bridge, Inc.:**

Spectrum Bridge, Inc. (SBI) delivers software and services to wireless service providers and equipment manufacturers. SBI enables wireless networks to access and use all types of spectrum at any place or time via a database driven cognitive network architecture. The Company's products are embedded in subscriber devices and network equipment to more efficiently allocate bandwidth throughout the entire wireless network. SBI's technology provides customers greater capacity, coverage and utilization of scarce spectrum resources. Named to Fierce Wireless' "Fierce15" as one

of “the most innovative and smart emerging companies in the wireless industry”, the company is privately held and headquartered in Lake Mary, Florida. For more information, contact us at (866) 598-7426 or visit [SpectrumBridge.com](http://SpectrumBridge.com).

**Media Contacts:**

Kevin Sugarman for Spectrum Bridge

Engage PR

Ksugarman@engagepr.com

+1.510.748.8200 x208

###