

## First News Briefs for April 25, 2013

Wireless Week Staff

**Ixia** has expanded its Ixia Anue Net Tool Optimizer (NTO) solutions, which the company says substantially extends actionable insight into complex, high-speed service provider and enterprise data center networks. The Anue NTO provides complete network visibility into physical and virtual networks and allows large enterprises and mobile carriers to monitor the increasing number of 100GbE network ports with existing 1, 10 and 40GbE monitoring tools. Ixia says the NTO 100GbE provides investment protection by ensuring that lower bandwidth monitoring tools can connect to higher-speed backbones. The release of the Network Visibility Operating System (NVOS) v3.8 and the 100GbE Interface Module supports new capabilities that improve forensic analysis capabilities, advance application performance monitoring and simplify security monitoring of 100GbE networks. This multi-speed monitoring capability helps companies preserve their previous investments in network visibility tools.

An independent study of smartphone and tablet-owning travelers published today by **Mobiquity** crowned Travelocity and Hilton as the most popular brands for travel booking on a tablet, but also revealed that mobile design and performance issues are causing brands to miss out on their slice of the \$25 billion forecasted for mobile travel bookings in 2014. Mobiquity's study found that 35 percent of connected travelers would be less likely to book again with a travel brand after a slow, confusing or non-optimized experience when researching or booking travel on a mobile device. An infographic illustrating the findings can be found at [here](#) [1] and the full report can be downloaded [here](#) [2].

**payvia, Inc.** today announced impressive growth, winning contracts for its mobile payments platform including online careers community Bright, social video company OnCam and Skype. These new additions join payvia's client base of digital companies across sectors such as gaming, social media, streaming video, dating, communications and online services.

Two players in the telecom industry have joined forces to offer the disaster-recovery **CELLX4** cellular gateway devices for Next Generation Networks (NGN) that extend mobility and provide cost-savings to small- and medium-sized businesses in North America. The CELLX4 cellular gateway devices are products of **TELES Communications Corp.**, which established a strategic distribution agreement with PCD and **Sprint**. CELLX4 is certified for use on the Sprint Network, and Personal Communications Devices (PCD) is the official distributor of CELLX4 for Sprint and its Vision Network customers on the Migration portal, [www.m2mwirelessdevices.com](http://www.m2mwirelessdevices.com)

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[3]. In addition to distribution services, PCD provides marketing and sales support, including an informational video planned for its portal website.

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### **Links:**

[1] <http://mobiquityinc.com/connected-traveler>

[2] <http://mobiquityinc.com/connected-traveler-report>

[3] <http://www.m2mwirelessdevices.com>