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Cloudcheck® App Launches to Help Relieve Consumers from the Pain Associated with Poor Wi-Fi and Broadband Connections

Free app empowers consumers by enabling an independent measurement of both Wi-Fi and broadband connections to the Cloud and finding the bottleneck

REDWOOD CITY, Calif.—February 5, 2014—Adaptive Spectrum and Signal Alignment, Inc. (ASSIA) today announced the release of its Cloudcheck® application, (<http://www.Cloudcheck.net>), a free iOS and Android app. The Cloudcheck app enables consumers to identify which link, either their Wi-Fi or broadband, is the bottleneck in their connection to the Cloud. With today’s announcement ASSIA is bringing the benefits of over two decades of learning and proprietary telecom technology deployed with carriers around the globe, to consumers.

Cloudcheck relieves consumers from the pain associated with slow Internet speeds by running a series of diagnostic tests to identify the bottleneck. Once launched, the Cloudcheck app automatically and independently measures the Wi-Fi and broadband link speeds to help the consumer ascertain the slowest link—Wi-Fi, or Internet Service Provider broadband—and uses link throughput, latency/lag and stability to determine the quality of the connection. These measurements are performed in a unique and patented fashion without disrupting the primary data stream. After testing is complete, the user is provided with an overall health analysis that reveals their connection speeds and rates connectivity performance as good, average or poor. Consumers are also able to give a “thumbs up” or “thumbs down” with regards to connection quality to help the team at Cloudcheck understand their perceived quality of service.

Cloudcheck also features a Wi-Fi Speed Scan feature that locates the fastest and slowest Wi-Fi spots in a room. Users simply tap “start” to begin their Wi-Fi Speed Scan and can probe the environment around them to understand how Wi-Fi speed fluctuates over time and location relative to their access point. Speed Scan also includes optional audio functionality and recording capabilities to help users locate nearby Wi-Fi sweet spots. Information of this type helps consumers understand where and where not to locate connected devices and/or access points, often the easiest way to improve their connection.

Recent [research](#) reveals that consumers consistently receive slower than advertised speeds from their carriers. For those consumers with slow Internet speed, troubleshooting with the Internet service provider’s (ISP’s) customer service help desk is the first step for resolution, but is costly in terms of time and money for both the consumer and the service provider. Nearly half of all broadband subscribers have called an ISP’s call center in a twelve-month period, costing immeasurable hours in lost time and productivity.

“Consumers regularly rely on a multiplicity of connected devices,” says Reed Hundt, ASSIA board member and former FCC Chairman. “There is little tolerance for low quality media performance on connected devices in the home. At a time when net neutrality is being widely debated, Cloudcheck applies decades of expertise to a tool that helps consumers police their connection to ensure they receive the benefits that they have paid for.”

“With Cloudcheck we’ll be helping consumers not only ascertain the quality of their connection but with future releases improve it,” said Dr. John Cioffi, ASSIA CEO and Chairman. “We just completed a two-month trial of the optimization technology to power Cloudcheck with over 5,000 subscribers in Europe, split amongst three service providers. Those who reported poor service went down by 44 percent after ASSIA optimized their connection. We look forward to improving the connected lives of consumers around the world by getting better, faster Internet.”

Cloudcheck is free to consumers and can be downloaded from the Apple App and Google Play stores starting today.

About Cloudcheck

Cloudcheck is a free iPhone and Android app that enables anyone to identify what slows down his or her internet connection. Cloudcheck is a product of [ASSIA](#), a strategic and trusted solutions vendor to broadband service providers worldwide. Cloudcheck analyzes the connections within consumers’ Wi-Fi and broadband service provider network, using techniques that the world’s largest service providers trust. Cloudcheck’s Wi-Fi Speed Test feature also helps locate the fastest and slowest Wi-Fi locations in a room for achieving optimal performance. Through its Cloudcheck app, ASSIA will bring consumers recommendations for products and services that can dynamically optimize Wi-Fi connectivity as well as broadband DSL so that consumers can have a higher quality and more reliable connected experience. www.Cloudcheck.net.

About ASSIA

Adaptive Spectrum and Signal Alignment, Inc., better known as [ASSIA](#), is a strategic and trusted solutions vendor to broadband service providers worldwide. ASSIA solutions enable providers to grow revenues, increase customer satisfaction, improve operational efficiencies, and deliver new multimedia content to the broadband-enabled home. ASSIA has more than 70 million broadband lines under contract with top-tier service providers worldwide and is backed by strategic investors, including AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefónica. For more information, visit www.assia-inc.com.

“ASSIA” is an acronym for “adaptive spectrum and signal alignment.”

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