Catalina Labs Integrates Neustar IP Intelligence for Superior Customer Satisfaction

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Human-friendly WiFi Connectivity Trouble-Solving App Utilizes Accurate Location Data to Identify Automatically Internet Service Providers for a Seamless User Experience

April 5, 2017 – **STERLING, Va**. – Neustar, Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced Catalina Labs has implemented Neustar IP Intelligence to deliver accurate geo-location and Internet Service Provider (ISP) information to Wixi, its wireless connectivity app. Wixi utilizes this information to detect automatically the ISPs of its users, providing a seamless and hassle-free user experience.

"Catalina Labs needs to ensure the accuracy of its location data to ensure a seamless user experience and overall customer satisfaction," said Rahul Belur, Data Scientist, Catalina Labs. "The importance of accurate IP information cannot be understated and Neustar IP Intelligence provides the most reliable service possible."

Catalina Labs' Wixi is a human-friendly WiFi connectivity trouble-solving solution. Wixi empowers users to take control of their wireless networks by scanning their WiFi network and connected devices to identify and resolve WiFi connectivity problems. Wixi eliminates the need to call ISP customer support by providing immediate assistance to its users, while simultaneously alerting the ISP to connectivity issues in affected areas.

Neustar IP Intelligence securely provides Wixi accurate location data for its users without providing specific data that may impinge their privacy. IP Intelligence delivers highly-accurate IP-to-location data that can be granularly configured to provide refined results, such as which ISPs are available for a user to connect to the Internet.

"The importance of accurate geo-location data can be easily recognized from an abundance of localized services, from navigation apps to search engines," said James Willett, Vice President, Product Management, Neustar. "Catalina Labs has not only recognized the importance of geo-location data with its unique WiFi trouble-solving app, but has also realized Neustar IP Intelligence can provide this data seamlessly."

In addition to providing a seamless user experience, the Catalina Labs implementation of Neustar IP Intelligence also enables Wixi users to compare their WiFi performance in surrounding areas, as well as providing valuable performance insight to Catalina Labs' ISP partners.

"IP geolocation is a foundational pillar of our product and will remain a key differentiator as we expand our product line," said Belur.

To read the Catalina Labs case study, please visit https://www.neustar.biz/clients/catalina-labs-customer-location-ip-geolocation-case-study

For more information about Neustar GeoPoint IP Intelligence Data, please visit https://www.neustar.biz/risk/compliance-solutions/ip-intelligence/custom-geopoint

For more information about Catalina Labs' Wixi, please visit wixi.ai

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data. More information is available at https://www.neustar.biz

About Catalina Labs

Catalina Labs is making an interconnected world, uninterrupted. Its solutions simplify human-machine interactions to create tangible benefits with a superior experience. The flagship offering, the Wixi app and Wixi.Expert, are pioneered with bleeding edge engineering and visionary innovation.