



Wi-Fi Alliance 

Wi-Fi is
everywhere!

802.11 Update

Frank D. Hanzlik
Managing Director
Wi-Fi Alliance
May 11 ,2004



▶ Wi-Fi Alliance

- Created the Wi-Fi® brand in 1999
- **Mission:** Global interoperability product certification and promotion of 802.11 technology
- Supported by over 200 leading technology companies – www.wi-fi.org
- Representation across all major world markets and product segments
- Wi-Fi is \$2B+ global market and growing



▶ Seamless Interoperability



From Work



To Home



In Airports
and Hotels



Even Cafés &
Restaurants

One standard everywhere!



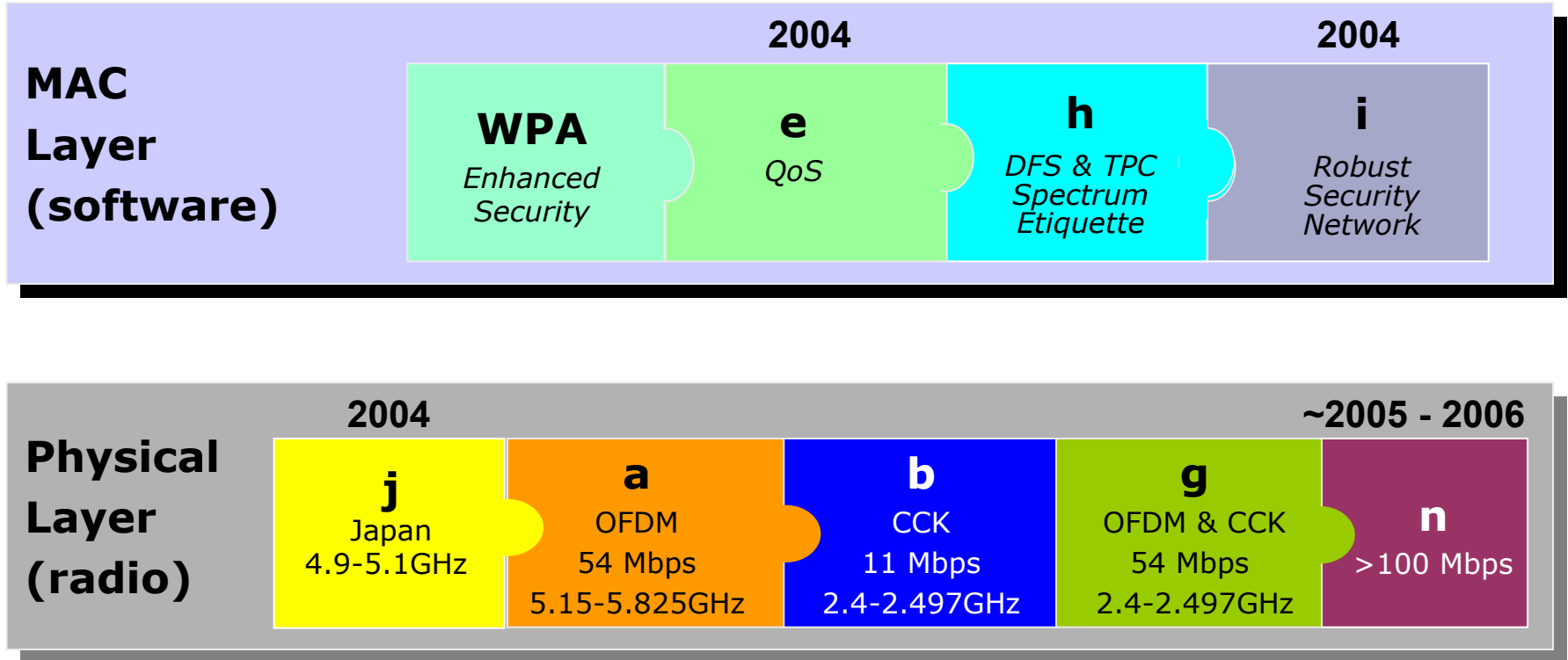
Wi-Fi® Certification Is Becoming More Important than Ever Before



- **Product complexity is increasing** - The number of standards is increasing – 802.11b, 802.11g, dual band products, Wi-Fi Protected Access2™ Security, QoS with more standards to come
- **More chip sets** and MAC implementations increase probability for interoperability failure
- **Cost pressures** will impact product quality
- **Different brands** used at many different locations - home, work and public access venues – increases interoperability challenge
- **Wi-Fi CERTIFIED™** - - *The Safe Buy!*



▶ The 802.11 Alphabet



▶ Other Initiatives In-Process/Under Consideration

- Voice Over Wi-Fi
- Mesh Networking
- Vehicular Applications
- Fast Roaming