

# Wi-Fi®: Next Generation WLANs for Next-Generation Applications

Wi-Fi Alliance  
Interop 2008



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Wi-Fi CERTIFIED™ Makes it Wi-Fi



# Wi-Fi Alliance Overview

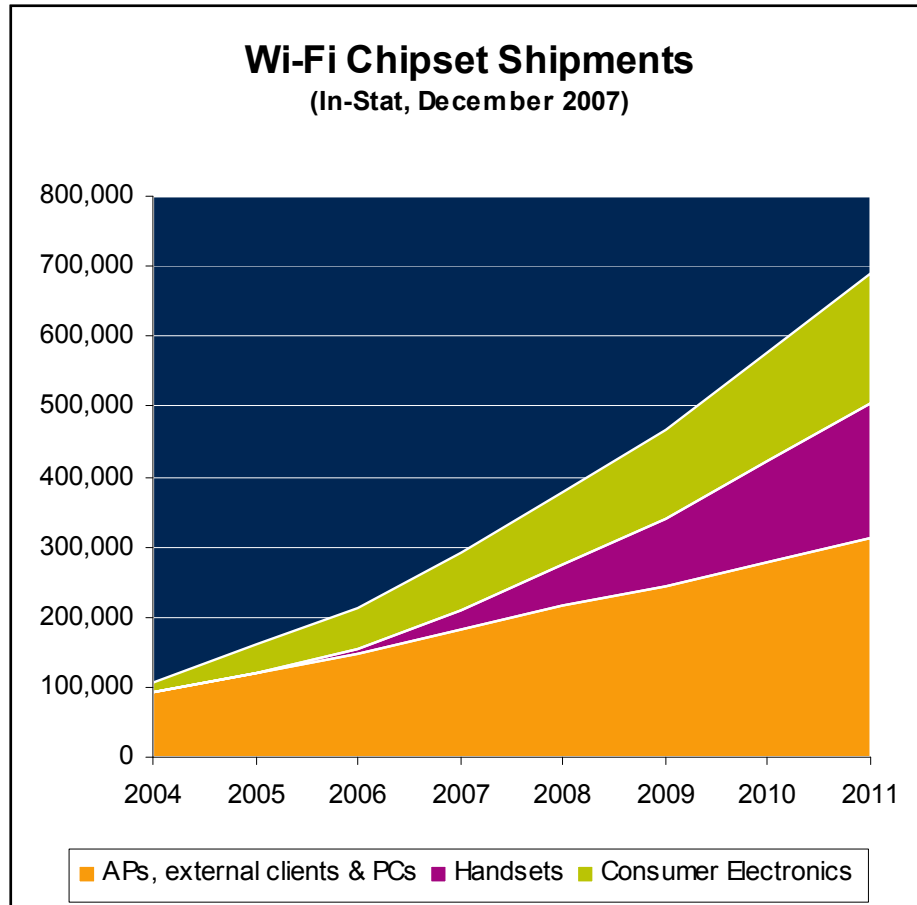
- Founded in 1999, non-profit international association of more than 300 member companies and growing ([www.wi-fi.org](http://www.wi-fi.org)); 12 independent authorized test labs in 8 countries
- Industry/thought leader and worldwide certification body for WLAN technology
- Driving collaboration within the ecosystem: manufacturers, standard bodies, regulators, service providers, and carriers
- *Wi-Fi CERTIFIED brings interoperability and better user experience to WLAN technology; more than 4,300 products certified since March 2000.*



Full list of member companies at <http://www.wi-fi.org>



## Growing strong: 300M Wi-Fi units shipped in 2007; on the road to a billion units a year



- 450+ million people use Wi-Fi
- Wi-Fi a \$19B industry in 2011 (equipment and hotspot service)\*
- Converged Wi-Fi / mobile phones and consumer electronics a major growth area:
  - Phones to be 28% of total shipments (325+ M units\*) in 2011\*\*
  - Consumer electronics to be 27% of total shipments in 2011, including all gaming devices\*\*

\* ABI Research

\*\* In-Stat



# Wi-Fi is now a must-have in all the coolest handsets and consumer electronics





## Wi-Fi CERTIFIED 802.11n draft 2.0: Deploy or pilot today with confidence

- Wi-Fi CERTIFIED 802.11n draft 2.0 brings key advantages to the enterprise:
  - Up to 5x throughput for content-rich applications
  - Quality of Service to support voice and video
  - Better coverage for hard-to-reach areas (stairwells, corridors, balconies, etc.)
  - Excellent performance in obstructed environments (warehouse, factory, etc.)
  - Dual-band (2.4 and 5 GHz) technology to help manage traffic on the WLAN
  - Government-grade WPA2™ security
  - Reliability benefits that extend to existing a/b/g clients
  - Industry support and wide vendor choice: 26 enterprise infrastructure products Wi-Fi CERTIFIED since June 2007





## Not just for PCs anymore: Seamless connectivity on the mobile handset

### ***Wi-Fi Mobile Convergence lets the enterprise:***

- Drive increased worker productivity and mobility, from carpeted areas to the factory floor ... and beyond
- Leverage the coverage, throughput and affordability of the WLAN for converged mobile devices (voice and data)
- Deploy with confidence:  
More than 150 phones  
Wi-Fi CERTIFIED to date,  
including government-grade WPA2™ security





## Wi-Fi CERTIFIED voice programs bring performance validation

- Voice - Personal: 1H 2008
  - Adds key performance metrics to deliver the best user experience with voice application
- Voice - Enterprise: planned for 2009
  - Performance testing of voice-related characteristics in client devices and access points
    - Prioritization, mobility/roaming, call capacity, voice quality, etc.
  - Protocol adherence testing for interoperability
    - Power saving, security, resource measurement, etc.
  - Additional network intelligence and efficiency
    - Includes radio resource management (802.11k) and fast roaming (802.11r)





## Today's panelists

- Chris Kozup, Cisco
- Geri Mitchell-Brown, Polycom
- Rahul Patel, Broadcom
- Rachna Alawat, Meru Networks



Thank you!

- Industry growing strong:  
On the road to a billion units a year
- Wi-Fi CERTIFIED 802.11n draft 2.0 is ready for enterprise deployment
- Wi-Fi CERTIFIED voice programs in development deliver the user experience
- Find Wi-Fi CERTIFIED products, plus free white papers on voice, 802.11n and more on [www.wi-fi.org](http://www.wi-fi.org)



***Wi-Fi CERTIFIED makes it Wi-Fi!***