Wi-Fi is everywhere!

Wi-Fi Alliance Overview

NIST Briefing

www.wi-fi.org
Seamless Interoperability

One standard everywhere!

From Work | To Home | In Airports and Hotels | Even Cafés & Restaurants
Wi-Fi Alliance Mission

- Certify interoperability of IEEE 802.11 products

- Promote Wi-Fi as the global wireless LAN brand across all market segments, including the home, small office, large enterprise and public access areas
Wi-Fi Alliance Background

- Internationally recognized wireless LAN standards
  - IEEE 802.11b and 802.11a
- True “Ethernet” speeds
  - 11Mbps and 54Mbps
- Excellent range
  - 30-50 meters typical
- Price competitive
  - multiple vendors → increased volume and reduced costs
- Independent test labs
  - North America, Europe and Asia (two locations)

- **Safe buy for consumers**
The Wi-Fi CERTIFIED Logo
Member Company Locations

Source: Wi-Fi Alliance

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Asia</td>
<td>46%</td>
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<tr>
<td>Europe</td>
<td>8%</td>
</tr>
<tr>
<td>North America</td>
<td>46%</td>
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</tbody>
</table>
Global Wi-Fi Quarterly Unit Sales and Forecast
(Units in Thousands)

Source: Synergy Research Group
Evolution of Wi-Fi Products

A Few Years Ago

Last Year

Today
Increasing Wi-Fi Diversity

Source: Wi-Fi Alliance
Wi-Fi ZONE

- A globally recognized symbol of public access services
- Locations must meet and maintain criteria defined by this program
<table>
<thead>
<tr>
<th>Planned Enhancement</th>
<th>Estimated Task Group Completion</th>
<th>Product Availability</th>
<th>Earliest Wi-Fi Alliance Certification</th>
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<tbody>
<tr>
<td>Enhanced Multimedia Support</td>
<td>Q3 2003</td>
<td>Q4 2003</td>
<td>Q1 2004</td>
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<tr>
<td>802.11a for Europe</td>
<td>Q2 2003</td>
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<td>Q4 2003</td>
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