

Wi-Fi CERTIFIED™ makes it Wi-Fi

Connect with the Wi-Fi Alliance

Membership Overview
September 2011



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Membership in the Wi-Fi Alliance puts you at the center of the wireless world



Wi-Fi Alliance snapshot



- International trade association of 400+ computing, handset, consumer electronics makers and service providers
- Industry leader and collaboration forum, innovating for 11 years to meet the needs of a wide variety of users and use environments
- Enabling worldwide Wi-Fi® adoption and inclusion in a wide array of devices through testing, market building, and regulatory programs
- Wi-Fi CERTIFIED™ products deliver advanced technology, the best user experience and the latest security protections



Full list of member companies at www.wi-fi.org



Seamless Connectivity



Wi-Fi worldwide

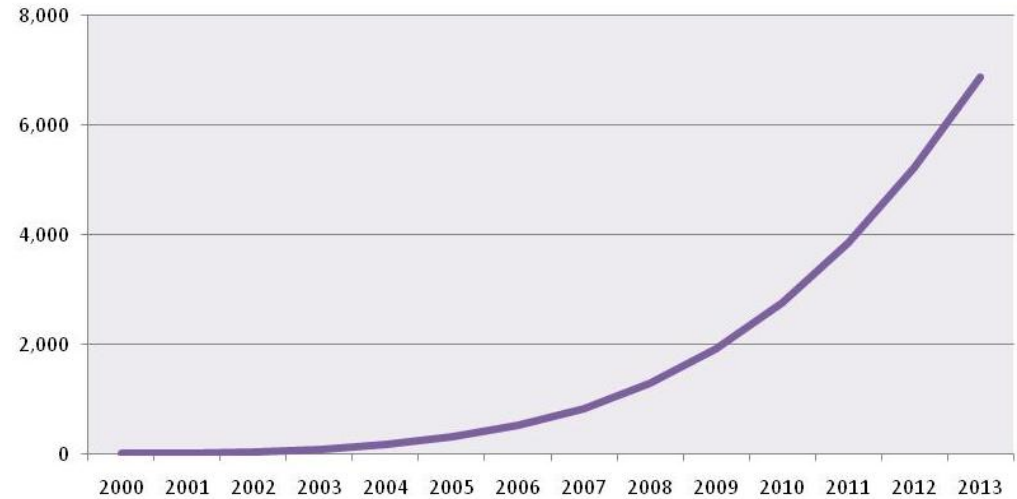


Wi-Fi is everywhere

- 1 in 10 people around the world use Wi-Fi
- Nearly 3 billion units shipped since 2000
- More than 1.4 million hotspots and growing (Informa Telecoms & Media, 2011)

Cumulative Wi-Fi IC Shipments

WW in Millions (ABI Research)



Wi-Fi is growing

- Market growing at double digit rates
- Wi-Fi CERTIFIED features and technologies driving fastest growth segments
- Support for numerous advanced application areas in development

Wi-Fi CERTIFIED: Enabler of adoption & proliferation



- Testing interoperability of core Wi-Fi protocols and the very latest WPA2 security protections
- Supporting Wi-Fi on a variety of devices, from handsets to healthcare, appliances to automobiles
- Driving innovations in performance, ease of use, and new application areas
- Certification is an important QA step: 1 in 4 products fails certification testing at first attempt



Only Wi-Fi Alliance members can participate in the industry's only interoperability certification program and use the Wi-Fi CERTIFIED logo

Wi-Fi CERTIFIED: Worldwide network of Authorized Test Laboratories



Wi-Fi Alliance certification and market-enabling programs



Available today

Core PHY layer interoperability: Wi-Fi CERTIFIED a/b/g/n

WPA2™ (Wi-Fi Protected Access®): Standards-based, government-grade security protections, additional EAP-types for enterprise

Voice-Personal: Best user experience with Voice over Wi-Fi in the home and small office setting

WMM® Power Save: Advanced power-saving mechanisms for battery-operated devices

Wi-Fi Protected Setup™: ease set up of security-protected home and small office Wi-Fi networks

CWG-RF (with CTIA): Performance mapping of RF in mixed-radio environment

WMM® (Wi-Fi Multimedia™) Quality of Service: Prioritize latency-sensitive streams for multimedia applications such as gaming, voice and video

Wi-Fi Direct™

Ahead/In Development

Voice-Enterprise

Wireless Network Management

Smart Grid

Very High Throughput 5 GHz (802.11ac)

Display

TV White Spaces

WMM® Admission Control

Tunneled Direct Link Setup

60 GHz Wi-Fi

Hotspot 2.0

Enterprise

Wi-Fi CERTIFIED by the numbers

September 2011



New applications and devices, unprecedented demand for product testing

- More than 11,000 product certifications to date
- Certification volume growing nearly 50% per year
- 3,500+ products certified to support next-generation Wi-Fi with 802.11n
- Nearly 2,000 Wi-Fi CERTIFIED handsets to date
- More than 7,500+ WPA2 product certifications
- More than 2,700 products certified for Wi-Fi Protected Setup
- More than 250 products certified for Wi-Fi Direct



Shape the future of the industry



- Wi-Fi is a fast-moving, rapidly-evolving technology
- Wi-Fi Alliance task groups define certification programs for emerging Wi-Fi technologies and applications (voice, multimedia)
- Wi-Fi Alliance members have a voice in the development of these programs

Wi-Fi Alliance members are creating the industry's future today.



Task Groups: Shape the future of the Wi-Fi industry

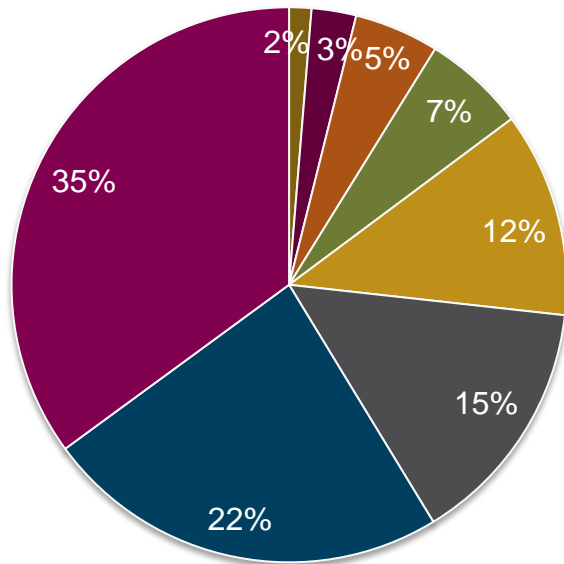


Marketing Task Groups	Technical Task Groups
60 GHz	60 GHz
Display	Application Specific Device (ASD) Test Engine
Enterprise	Certifications Oversight Group
Healthcare	Display
Hotspot 2.0	Hotspot 2.0
IBSS with Wi-Fi Protected Setup™	IBSS with Wi-Fi Protected Setup™
Operator	Network Power Save Technical
Power Conservation	Security
Security	Tunneled Direct Link Setup (TDLS)
Smart Grid	VHT 5G
Tunneled Direct Link Setup (TDLS)	Voice over Wi-Fi (Personal, Enterprise)
TV White Spaces	Wi-Fi Protected Setup
VHT 5G	WMM Refresh
Voice over Wi-Fi (Personal, Enterprise)	WMM® Admission Control
Wireless Network Management (TGv)	Regulatory Task Groups
	RF Health & Science
	Spectrum & Regulatory
Long Range Planning	

Connect & collaborate: Member snapshot

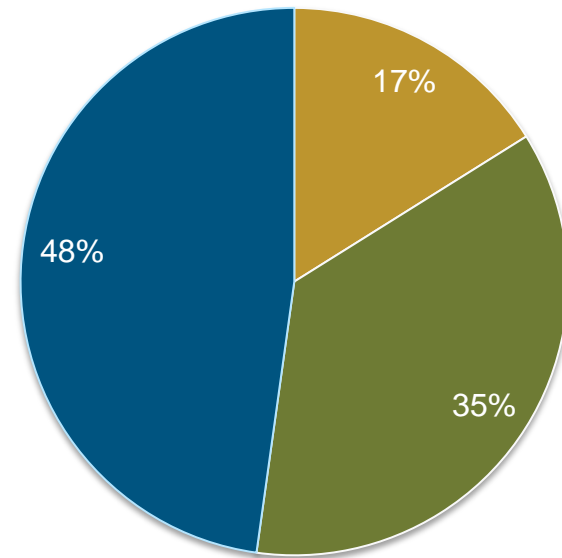


**Wi-Fi Alliance Members
by Segment
(August, 2011)**



- Test Equipment/Lab
- Software
- Semiconductor
- Networking End Product
- Other
- Service Provider
- Orig. Design Mfr.
- Consumer End Product

**Wi-Fi Alliance Members
by Region
(August, 2011)**



- EMEA
- North/South America
- APAC

Wi-Fi Alliance membership provides unmatched opportunity for collaboration and networking

Connect & collaborate: Wi-Fi Alliance meetings



- Wi-Fi Alliance holds three global membership meetings per year. Upcoming meetings:
 - **Europe:** Vienna, February 2012
 - **North America:** Toronto, June 2012
 - **Asia:** Tokyo, October 2012
- Regional member symposia in Japan, Korea, Taiwan, China, India, etc.
- Attendance is limited to Wi-Fi Alliance members and invited guests



Wi-Fi Alliance meetings bring together the brightest minds in the industry and enable you to build relationships with partners and customers

Make your voice heard



- Wi-Fi Alliance advocates on a variety of regulatory issues, including spectrum allocation and coexistence, worldwide
- Our global organization leverages its worldwide presence to promote universal standards and help ensure market access for member companies
- Only Wi-Fi Alliance members have access to our worldwide regulatory database



Join the Wi-Fi Alliance for visibility to and influence on the regulatory issues that impact your business

Member benefits: Insight & influence



Insight	Regular	Adopter
<p>Participation for an unlimited number of delegates in member meetings and regional outreach sessions, 3x/year. <i>(Adopter members invited to attend entire Europe Member Meeting and regional outreach sessions, but only the first day of other two Member Meetings)</i></p>	✓	✓
<p>Access to working documents and deliverables for certification programs <i>(test plans, Market Requirement Documents, specifications, etc.)</i></p>	✓	
<p>Access to final approved versions of all documents at no charge. <i>(test plans, MRDs, specifications, etc.)</i></p>	✓	✓

Influence	Regular	Adopter
<p>Task group participation with one vote per company and eligibility for leadership roles.</p>	✓	
<p>Vote in all-member votes (Annual General Meeting)</p>	✓	
<p>Participation in Marketing, Technical, and Regulatory task groups</p>	✓	

Member benefits: Marketing & technical



Marketing	Regular	Adopter
Use of Wi-Fi CERTIFIED™ brand and trademarks for certified products	✓	
Use of “Wi-Fi Alliance Member” logo	✓	✓
Wi-Fi Alliance member newsletter (3 times/year)	✓	✓
Members-only discounts to worldwide industry events, trade shows, web casts, and market research	✓	✓
Global speaking opportunities	✓	✓
Unique product promotion activities including advertising, media tours, etc.	✓	✓
Promotion on wi-fi.org: Company logo, press releases	✓	✓
Technical	Regular	Adopter
Access to certification testing including plugfests and pre-certification testing	✓	
Purchase test bed equipment for pre-certification	✓	
Certification program roadmap (updated 3x/year)	✓	✓

Membership delivers substantial ROI



- At US \$15,000 per year, Regular membership dues are less than the cost of a typical piece of wireless testing equipment
- At US \$5,000, Adopter membership is less than the cost for a one-page color advertisement in most wireless trade publications
- Membership in the Wi-Fi Alliance brings together product certification, industry networking, marketing resources, regulatory influence, and an opportunity to shape the future of the industry
- Contact us:
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