

Wi-Fi NOW 2019

London, UK
November 12-14, 2019

PROGRAM



Practicalities

Free Wi-Fi at the venue

Free Wi-Fi in the conference and exhibition areas is provided by the venue. In the lobby & hotel areas, free venue Wi-Fi is available. Unfortunately the Wi-Fi NOW team has no control over the quality of this Wi-Fi service. But we're hoping for the best.

Presentation files

The presentation files (PDFs) will be made available within 1-2 weeks of the event. All registered guests & speakers will receive an email describing how to access the presentations. Note that the presentation files are for your personal use only and may not be distributed.

Video recordings

All the sessions will be professionally video recorded. All registered guests will be given access to the video presentations within 4-5 weeks following the end of the conference. Note that the video files are for your personal use only and may not be distributed. Presenters can purchase ownership rights to the video recordings. To ask about video ownership & distribution rights, contact Maria Thomsen at maria@wifinowevents.com.

Evaluation forms

Evaluation forms will be made available either in paper form or electronically before the end of the event. We value all of your feedback, good and bad, so we kindly ask you to respond. At the end of Day 3 we will draw prize winners from the batch of collected evaluation forms.

Transportation & parking

From Stansted (STN) take the Stansted Express to Liverpool Street and get on an Ealing Broadway bound Central Line. Change at Notting Hill Gate to a Wimbledon bound District line and get off at West Brompton Station. From here there is a 3-minute walk to the venue. Stansted Airport is about 40 miles east of central London.

From Gatwick (LGW) take the train to West Brompton (approx. 45 minutes) and take a 3-minute walk to the venue. By car or taxi: Approximately an hour in light traffic. **From Heathrow (LHR)** Take the Piccadilly Line then change to the District Line at Acton Town station.

Contact the organizers

You can contact Claus Hetting at ph. **+45 25 34 17 05** or email claus@wifinowevents.com and Inger Hjort at ph. **+45 22 11 86 39** or email inger@wifinowevents.com

Disclaimer: Wi-Fi NOW reserves the right to change the conference program without notice.

November 12: In-home & Enterprise Wi-Fi

- 8:50-9:00 **Welcome to Wi-Fi NOW International 2019**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
- 9:00-9:30 **Wi-Fi Alliance: Wi-Fi® at 20**
Kevin Robinson, VP Marketing, Wi-Fi Alliance
- 9:30-10:00 **Service provider keynote: Present & future of Wi-Fi**
Gavin Sheldon, Global VP Connectivity, Liberty Global
- 10:00-10:30 **Keynote by Plume**
Fahri Diner, Co-founder & CEO, Plume
- 10:30-11:00 *Morning Expo & Networking Break*
- 11:00-11:30 **Enriching the Wireless Experience with Marvell**
Prabhu Loganathan, Senior Dir. Marketing, Marvell Semiconductor
- 11:30-12:00 **Creating the perfect home backbone with PLC**
Sebastian Richter, Senior Product Manager Operator Solutions, devolo
- 12:00-12:30 **Wi-Fi & 6 GHz: A vision for the future of home Wi-Fi - with ARRIS**
Charles Cheevers, CTO Customer Premises Equipment, CommScope
- 12:30-13:30 *Lunch Break*
MASTERCLASS: Inside Wi-Fi 6 - with Dr Shrikant Subramaniam
- 13:30-14:00 **Q&A Panel: The future of the Wi-Fi connected home**
Tuncay Cil, Chief Strategy Officer, ASSIA
Thomas Drijfhout, Senior Commercial Product Manager, KPN
Alex Qi, Co-founder & CEO, Mercku
- 14:00-14:20 **When will AI networks replace the system engineer?**
Perry Correll, Director Product Management, Extreme Networks
- 14:20-14:40 **Stopping Wi-Fi Hackers - with WatchGuard**
Ryan Orsi, Director of Product Management, WatchGuard
- 14:40-15:00 **Cognitive Campus: Bridging wired & wireless networking**
Nadeem Akhtar, Product Manager, Arista Networks
- 15:00-15:30 *Afternoon Expo & Networking Break*
- 15:30-16:00 **In Building Wireless – the Multi-tenant Building Challenge**
Richard 'Dick' Sherwin, CEO, Spot On Networks (USA)
- 16:00-16:30 **Q&A Panel: New strategies & technology for monetizing Wi-Fi**
Todd Myers, Founder & CEO, GoZone WiFi
Finn Walsh, Business Development Manager, LiveStyled
Speaker TBA
- 16:30-17:00 **Wi-Fi NOW Awards: Announcement of winners & celebration**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
Best In-home Wi-Fi Product
Best Enterprise Wi-Fi Product
Best Wi-Fi IoT Product
Best Wi-Fi Startup

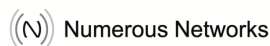
November 13: Innovation & Opportunity

- 8:50-9:00 **Welcome to Innovation & Opportunity Day**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
Peter Mackenzie, President, Wireless LAN Association
- 9:00-9:20 **Analyst Keynote: The Wi-Fi Opportunity Ahead**
Chris DePuy, Technology Analyst & Co-founder, 650 Group
- 9:20-9:40 **Innovation Keynote: Connecting every thing, every service**
Cees Links, General Manager, Qorvo
- 9:40-10:00 **Wi-Fi 6 for IoT - with Imagination Technologies**
Richard Edgar, Director of Communications Technology, ImgTech
- 10:00-10:30 **Active Wi-Fi-based Doppler Imaging & Sensing**
Lior Weiss, VP Marketing & Strategic Business Development, Celeno
- 10:30-11:00 *Morning Expo & Networking Break*
- 11:00-11:30 **Keynote: Wireless LAN in manufacturing - with Siemens**
Kilian Löser, Product Manager Industrial WLAN, Siemens
- 11:30-12:00 **Keynote: New architectures for Wi-Fi - with Mist Systems**
Jussi Kiviniemi, Global Technologist, Mist Systems
- 12:00-12:30 **Q&A Panel: New business opportunities with Wi-Fi 6**
Nicolas Duez, VP, WLAN Business Unit Leader, Alcatel-Lucent Enterprise
Dr Jean-Francois Frigon, CTO & Co-founder, Everest Networks
Sarmen Abolian, Product Marketing Manager, Broadcom
- 12:30-13:30 *Lunch Break*
MASTERCLASS: Mobile/Wi-Fi convergence - with Ben Toner
- 13:30-14:00 **Q&A Panel: Getting Wi-Fi performance & quality right**
Abu Islam, Director of Business Development, Spirent Communications
Guharajan Sivakumar, CEO & Co-founder, Aprecomm
Des Owens, COO, Epitiro
- 14:00-14:20 **A new era in Wi-Fi for Fixed Wireless Access - with Quantenna**
Irvind Ghai, VP, QCS Marketing, ON Semiconductor
- 14:20-14:40 **Cognition & Sensing: A new, high-value service opportunity**
Taj Manku, CEO, Cognitive Systems
- 14:40-15:00 **From Wi-Fi 5 to Wi-Fi 6: High-density to ultra high-density**
Jan Buis, VP Business Development, LANCOM Systems
- 15:00-15:30 *Afternoon expo & Networking Break*
- 15:40-15:50 **Innovations for the connected home**
Sudarsan Vasudevan, President & CEO, Qubercomm
- 15:50-16:10 **New programs & certification by Wi-Fi Alliance**
Kevin Robinson, VP Marketing, Wi-Fi Alliance
- 16:10-16:30 **Free Wi-Fi for Europe with WiFi4EU by the European Commission**
Franco Accordino, Head of Investment, DG-Connect, EC
- 16:30-17:00 **Wi-Fi NOW Awards: Announcing the winners & celebration**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
Best Service Provider Wi-Fi Solution
Best Wi-Fi Service Provider
Best Wi-Fi Innovation
Wi-Fi NOW Award for Affordable Connectivity

November 14: Carriers & 6 GHz Seminar

- 8:50-9:00 **Welcome to Day 3: Carriers & 6 GHz seminar**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
David Burns, Chairman, UKWISPA
- 9:00-9:20 **The future of Wi-Fi & unlicensed bands**
Dean Bubley, Futurist, Disruptive Analysis
- 9:20-9:40 **Keynote: Industry-leading home Wi-Fi by Talktalk**
Martin Wren-Hilton, Director of Wireless Innovation, TalkTalk Group
- 9:40-10:00 **Keynote: Present & future of Wi-Fi from Sky**
Fraser Stirling, Group Chief Product Officer, Sky
- 10:00-10:30 **Introducing Google Nest WiFi**
Sanjay Noronha, Product Manager, Google
- 10:30-11:00 *Morning Networking Break*
- 11:00-11:30 **Q&A Panel: Wi-Fi IoT for Carriers - challenges & solutions**
Frank Lin, VP Marketing & Sales, Newracom
Rob Conant, CEO, Cirrent
Jonas Björklund, Co-founder & CTO, Aptilo Networks
- 11:30-12:00 **Keynote: Weaving the new wireless fabric - with Cambium**
Rad Sethuraman, VP Product Management, Cambium Networks
- 12:00-12:30 **Q&A panel: Present & future of mobile/Wi-Fi convergence**
Ben Toner, Founder & Director, Numerous Networks
Denis Periquet, Co-founder & CEO, Tessares
Hamish White, Founder & CEO, Mobilise Global
Colleen LeCount, Chief Revenue Officer, Mobilize
- 12:30-13:30 *Lunch Break*
- UK Spectrum Policy Forum Seminar:
Future Spectrum Demands for 6 GHz unlicensed**
Chaired & moderated by:
Saul Friedner, Associate Director, LS Telecom UK Ltd.
- 13:30-14:00 **Global progress report: 6 GHz bands for Wi-Fi**
Alan Norman, Public Policy Director, Facebook
- 14:00-14:30 **Spectrum needs study for Wi-Fi**
Dr William Webb, CEO, Webb Search Limited
- 14:30-15:00 **Traffic analysis & forecasting**
Rupert Wood, Research Director, Analysys Mason
- 15:00-15:30 **Presentation by Ofcom**
Cristina Data, Director, Spectrum Information & Analysis, Ofcom
- 15:30-16:00 **Q&A Panel: Unlicensed 6 GHz - policies and perspectives**
Dave Wright, Director Regulatory Affairs, CommScope
Jan Buis, VP Business Development, LANCOM Systems
Reza Karimi, Director Corporate Strategy, Huawei Technologies
- 16:00-16:10 **That's a wrap! Join us again next year**
Saul Friedner, Associate Director, LS Telecom UK Ltd.
Claus Hetting, CEO & Chairman, Wi-Fi NOW

Thanks to our sponsors



About Wi-Fi NOW

Wi-Fi NOW was created by Claus Hetting in 2014 in response to the growing need for high-quality, high-profile, thought-leadership events for the Wi-Fi industry. Today, Wi-Fi NOW supports a community of more than 20,000 passionate Wi-Fi industry professionals.

Wi-Fi NOW events

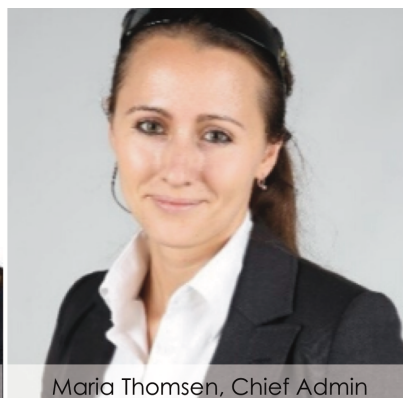
Wi-Fi NOW conducts multiple major Wi-Fi industry events across the world every year. For more details, news, and updates go to www.wifinowevents.com. The Wi-Fi NOW event team consists of Claus Hetting, Inger Hjort, & Maria Thomsen.



Claus Hetting, CEO



Inger Hjort, Event Director



Maria Thomsen, Chief Admin

Wi-Fi NOW media & content

Wi-Fi NOW media is a content marketing & distribution service for the Wi-Fi industry. Wi-Fi NOW media supports Wi-Fi companies with thought-leading content & distribution through all of our highly effective channels, including our extensive social media presence. For more about Wi-Fi NOW media, contact Margrethe Clausen at margrethe@wifinowevents.com.



**Wi-Fi
NOW
media**

Connect with thousands
of Wi-Fi industry leaders

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Wi-Fi EVERYWHERE, FOR EVERYONE

Wi-Fi is the connecting fabric of the Internet economy. We think Wi-Fi should be available everywhere, for everyone. That's our mission and our goal.

DIVERGENCE, NOT CONVERGENCE

All markets naturally diverge, and wireless is no different. Divergence produces diversity. So what does convergence produce? It produces uniformity, of course. We prefer diversity.

SPECTRUM SHOULD BE SHARED. AND SHARED FAIRLY

Spectrum sharing works. More spectrum must be made available for sharing because sharing creates opportunities & growth. When spectrum is shared, everyone should play by the same rules.

OPPORTUNITY IS EVERY- WHERE. JUST KEEP LOOKING

There is never a shortage of opportunities in tech and Wi-Fi produces some of the world's most promising projects and sources of disruption.

EXCELLENCE IS NOT OPTIONAL. IT'S REQUIRED

We strive to achieve highest standards no matter what we do. We help you to do the same. The Wi-Fi industry needs excellence to continue to grow.

Wi-Fi IS THRIVING. GET INVOLVED NOW

The time to get involved in Wi-Fi is now because Wi-Fi is a growth industry. Wi-Fi is only going to get more exciting, more ubiquitous, and more pervasive in coming years.

YES PLEASE: MORE UNLICENSED SPECTRUM

The world's airwaves ultimately belong to humanity, not to companies. Unlicensed means that anyone with a great idea has a real chance to build great new wireless products & services.

INVENTION IS KING. AND IT'S THE FIX TO (NEARLY) EVERYTHING

Wherever there's a problem to be solved, inventors and innovators get to work. This is especially true in the world of Wi-Fi. Invention is the fix to (nearly) every problem.

KNOWLEDGE GETS YOU TO YOUR GOAL

We share knowledge and inspiration for the benefit of all the great Wi-Fi people and companies of the world. We want to see you achieve your goals.

COMMUNITIES ARE IMPORTANT. SO IS LEADERSHIP

Wi-Fi NOW is a community. Great things can be achieved when people get together and work towards a common goal. Our goal is Wi-Fi everywhere, for everyone. If you want that too, you've come to the right community.

www.wifinowevents.com