



## **Virtual Wi-Fi World Congress**

Live Streaming from Aarhus, Denmark

September 29 - October 8, 2020

[www.wifinowglobal.com](http://www.wifinowglobal.com)

# PROGRAM

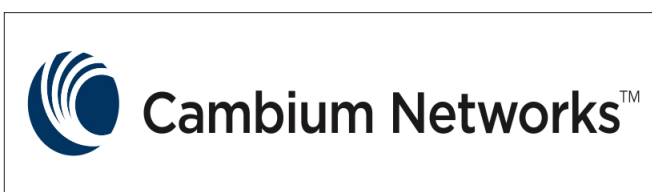
## Tuesday September 29 (Day 1): Open Leadership Summit

All times are Pacific Time (PDT)

[To register to view and/or mark your calendar click here](#)

10:00-10:15	<b>Welcome to VWWC 2020!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:15-10:45	<b>Keynote by Facebook</b> Dan Rabinovitsj, Vice President, Facebook
10:45-11:15	<b>Wi-Fi: Cornerstone of connectivity for the next era</b> Edgar Figueroa, President & CEO, Wi-Fi Alliance
11:15-11:45	<b>Regulatory &amp; policy remarks by the FCC (fireside)</b> Jessica Rosenworcel, Commissioner, FCC
11:45-12:15	<b>Keynote: Weaving the new wireless fabric</b> Atul Bhatnagar, CEO, Cambium Networks
<i>12:15-12:30</i>	<i>Short refreshment break</i>
12:30-13:00	<b>Evolution of the home network</b> Mike Talbert, Associate Fellow, Verizon Corporate Technology
13:00-13:30	<b>Escape from the museum - enter AI-driven Wi-Fi</b> Jussi Kiviniemi, Global Technologist, Mist Systems (Juniper)
13:30 -14:00	<b>Intel: Insights &amp; strategy</b> Eric MacLaughlin, VP Client Computing Group / GM Wireless Solutions, Intel
14:00-14:30	<b>The road ahead: New 802.11 standards</b> Dorothy Stanley, 802.11 Work Group Chair & Standards Architect, Aruba/HPE
14:30-14:35	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

*With thanks to our sponsors:*



## Wednesday September 30 (Day 2): Revolutionizing the home

[To register to view and/or mark your calendar click here](#)

10:00-10:05	<b>Welcome to VWWC 2020 Day 2: 'Revolutionizing the home'</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:30	<b>Keynote by Plume</b> Fahri Diner, Co-founder & CEO, Plume
10:30-11:00	<b>Three year evolution: Wi-Fi 6, Wi-Fi 6E, AFC, &amp; Wi-Fi 7</b> Charles Cheevers, CTO Home Networks, CommScope
11:00-11:30	<b>Enterprization of the home - with ASSIA</b> Tuncay Cil, Chief Strategy Officer, ASSIA
11:30-12:00	<b>Presentation by Qorvo</b> Tony Testa, Director of Marketing, Qorvo
12:00-12:10	<b>Short refreshment break</b>
12:10-12:40	<b>Keynote by AirTies</b> Metin Taskin, CTO, AirTies
12:40 -13:10	<b>Product update from Google Nest</b> Sanjay Noronha, Product Manager, Google Nest
13:10-13:40	<b>Calix: Revolutionize your Relationship with the Subscriber before Someone Else Does</b> Michael Weening, COO, Calix
13:40-14:10	<b>Q&amp;A Panel: Opportunities &amp; challenges in residential Wi-Fi</b> Adam Hotchkiss, Co-founder & VP Product, Plume Sanjay Noronha, Product Manager, Google Nest Michael Weening, COO, Calix
14:10-14:15	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

With thanks to our sponsors:



## Thursday October 1 (Day 3): Evolution & new use cases

[To register to view and/or mark your calendar click here](#)

10:00-10:05	<b>Welcome to VWWC 2020 Day 3: 'Evolution &amp; new use cases'</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:30	<b>Wi-Fi market analysis &amp; insights</b> Chris Depuy, Technology Analyst, 650 Group
10:30-11:00	<b>Enterprization of the home</b> Rahul Patel, SVP & GM Connectivity & Networking, Qualcomm
11:00-11:30	<b>Perspectives on the future of Wi-Fi</b> Dean Bubley, Director & founder, Disruptive Analysis
11:30-12:00	<b>Why Wi-Fi 6/6E is Reinventing the Smart Home</b> Larry Olivas, Head of Marketing, NXP Semiconductor
12:00-12:10	<i>Short refreshment break</i>
12:10-12:40	<b>New Home Networking Paradigms for Wi-Fi 6E and Beyond</b> James Chen, AVP, MediaTek
12:40 -13:10	<b>Industrial IoT &amp; Wi-Fi 6, 6E, and 7 in protected spectrum (LLS)</b> Matt MacPherson, Wireless CTO, Cisco
13:10-13:40	<b>Wi-Fi 6 &amp; 6E On The Go: Automotive Frontier</b> Irvind Ghai, VP Marketing, ON Semiconductor
13:40-14:10	<b>Q&amp;A Panel: New use cases for enterprise, automotive, and industrial with Wi-Fi 6, 6E, 7</b> Kevin Tang, Director Strategic Business Development, ON Semiconductor Matt MacPherson, Wireless CTO, Cisco Jeff James, Senior Director Connected Automotive, NXP Semiconductor
14:10-14:15	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

*With thanks to our sponsors:*



## Friday October 2 (Day 4): Transformational services

[To register to view and/or mark your calendar click here](#)

10:00-10:05	<b>Welcome to VWWC 2020 Day 4!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:30	<b>How will large venues capitalise on the new paradigm?</b> Bill Anderson, CEO, AmpThink
10:30-11:00	<b>Roundtable talk with Deep Blue Communications</b> Brian Epstein, CEO & Matthew Fitzgerald, Senior Director of Technology
11:00-11:30	<b>Eliminating the six known Wi-Fi security threats</b> Jim Steinbacher, Wi-Fi Technical Evangelist, WatchGuard
11:30-12:00	<b>New IoT-based Business Opportunities</b> Laurent Bouchoucha, VP Network Sales, Alcatel-Lucent Enterprise
11:30-12:00	<b>Wi-Fi 7 and Beyond: Expectations &amp; Applications</b> Jatin Parekh, VP Product Management, Arista Networks
12:00-12:05	<b>Conclusions &amp; wrap-up</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

*With thanks to our sponsors:*



## Tuesday October 6 (Day 5):

### Breakthroughs in Wi-Fi innovation / roaming & monetization

[To register to view and/or mark your calendar click here](#)

#### Part 1: Impruvix product launch

- 10:00-10:05 **Welcome to VWWC 2020 Day 5!**  
Claus Hetting, CEO & Chairman, Wi-Fi NOW
- 10:05-10:30 **Impruvix: Wi-Fi 6 & 6E services for guest & community properties**  
Robert Grosz, Chief Commercial Officer, WCI

#### Part 2: Innovations in radio

- 10:30-11:10 **Pre-launch: Redefining enterprise networking with Airvine**  
Vivek Ragavan, CEO, Airvine Scientific
- 11:10-11:40 **The software-defined, Cloud-managed Wi-Fi antenna platform**  
Jason Claybrook, Head of Sales & Marketing, Aura Wireless
- 11:40-12:10 **The case for Wi-Fi 6E with AFC**  
Jennifer McCarthy, VP Legal Advocacy, Federated Wireless

*12:10-12:20 Short refreshment break*

#### Part 3: Monetization, roaming, & offload

- 12:20-12:40 **Effective Wi-Fi monetization & case examples**  
Todd Myers, GoZone WiFi
- 12:40-13:00 **A new Wi-Fi roaming architecture for all: Blueport VAULT**  
Urbino Lobo, VP Sales EMEA, Blueport
- 13:00-13:20 **Monetizing Wi-Fi with WiConnect**  
Brian Jacks, CEO, WiConnect
- 13:20-13:50 **Q&A Panel: Opportunities, challenges, & new use cases**  
All session speakers  
Edward Sun, CEO, Sun Broadband
- 13:50-13:55 **Wrap-up - see you tomorrow!**  
Claus Hetting, CEO & Chairman, Wi-Fi NOW

*With thanks to our sponsors:*



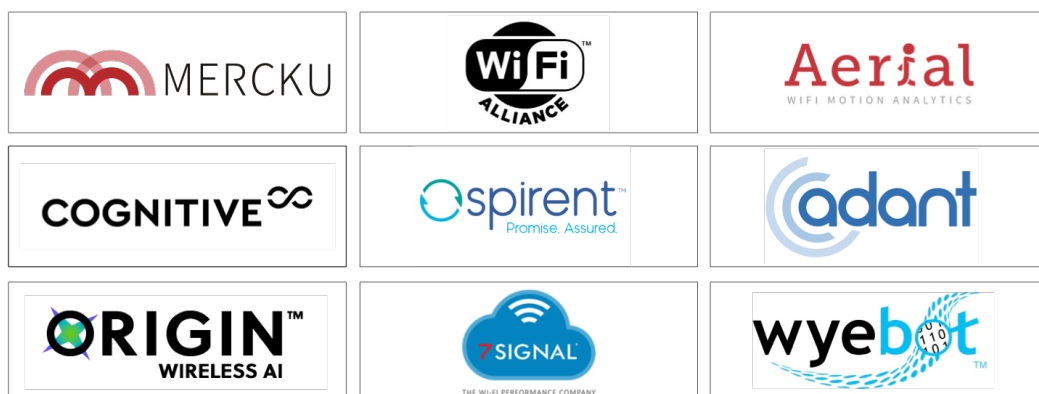
## Wednesday October 7 (Day 6):

### Cognition, sensing, & mesh / performance & quality

[To register to view and/or mark your calendar click here](#)

10:00-10:05	<b>Welcome to VWWC 2020 Day 6!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:30	<b>Home connectivity post-COVID - 3 megatrends calling for better connectivity and the role of Wi-Fi 6</b> Erik Ackner, President, Mercku Europe
10:30-11:00	<b>Creating compelling Wi-Fi sensing services</b> Taj Manku, CEO, Cognitive Systems
11:00-11:30	<b>Contextual performance with NMESH</b> Sudarsan Vasudevan, CEO, Qubercomm
11:30-12:00	<b>Wi-Fi sensing for home, health, &amp; beyond</b> Dan Bugos, Product Manager, Origin Wireless AI
12:00-12:10	<i>Short refreshment break</i>
12:10-12:30	<b>Unlocking the potential of Wi-Fi sensing</b> Mark Hopper, VP Product, Aerial Technologies
12:30-12:50	<b>Critical insights into Wi-Fi 6/6E testing</b> Abu Islam, Spirent
12:50-13:10	<b>Enterprise Wi-Fi network monitoring</b> Tom Barrett, CEO, 7Signal
13:10 -13:30	<b>Evolution in smart antennas</b> Daniele Piazza, CEO & co-founder, Adant
13:30-13:50	<b>Vendor-agnostic AI-driven Wi-Fi Automation</b> Anil Gupta, Founder & CTO, Wyebot
13:50-14:20	<b>Network optimization with Wi-Fi Vantage</b> Consuelo Ortiz, Senior Manager Product Marketing, Wi-Fi Alliance
14:20-14:25	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

With thanks to our sponsors:



## Thursday October 8 (Day 7):

### Affordable services / Open Architectures

[To register to view and/or mark your calendar click here](#)

10:00-10:05	<b>Welcome to VWWC 2020 Day 7!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:25	<b>The road to 6 GHz Wi-Fi in Brazil - with ANATEL (fireside)</b> Vinicius Caram, Superintendent of Grants & Spectrum, ANATEL
10:25-10:55	<b>Facebook Connectivity: Vision &amp; update</b> Chris Marra, Product Manager, Facebook
10:55-11:10	<b>TooMuchWiFi: A Wi-Fi-based ISP in South Africa</b> Ian Thomson, CEO, TooMuchWiFi
11:10-11:25	<b>Connecting Lagos with Wi-Fi</b> Akin Marino, CEO, Fiam Nigeria
11:25-11:55	<b>Financing wireless ISPs in emerging markets</b> Jim Forster, General Partner, Connectivity Capital
11:55-12:15	<b>Q&amp;A Panel: Challenges &amp; opportunities with Wi-Fi in emerging markets</b> Session panelists Tim Genders, COO, Project Isizwe, South Africa
<i>12:15-12:30</i>	<i>Short refreshment break</i>
12:30-13:00	<b>Telecom Infra Project (TIP) programs for Wi-Fi - update</b> Chetan Hebbalae, Connectivity Initiatives Manager, Facebook
13:00-13:30	<b>Introducing Google's Orion WiFi</b> Raj Gajwani, Director, Area 120 @Google
14:00 - 14:30	<b>More speakers to be announced</b> More information to follow shortly
14:30-14:35	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

*With thanks to our sponsor:*

# FACEBOOK