



**Wi-Fi  
NOW  
VIRTUAL  
EVENT**

**Virtual Wi-Fi World Congress**

Live Streaming from Aarhus, Denmark

September 29 - October 8, 2020

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

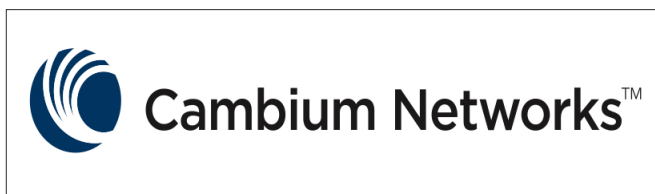
# PROGRAM

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

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

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

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

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

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

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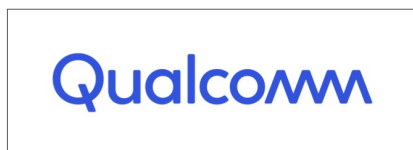


## Thursday October 1 (Day 3): Evolution & new use cases

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

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

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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>Powering the enterprise 2.0</b> Speaker TBA, 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

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## Tuesday October 6 (Day 5):

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

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#### 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 **Launch: Wi-Fi 6 & 6E services for guest & community properties**  
Robert Grosz, Executive VP, Impruvix

#### 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
- 13:20-13:40 **Q&A Panel: Opportunities, challenges, & new use cases**
- 13:40-13:45 **Wrap-up - see you tomorrow!**  
Claus Hetting, CEO & Chairman, Wi-Fi NOW

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## Wednesday October 7 (Day 6):

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

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10:00-10:05	<b>Welcome to VWWC 2020 Day 6!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW
10:05-10:30	<b>Product launch: Wi-Fi 6 mesh - with Mercku</b> Alex Qi, CEO & co-founder, Mercku
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>Creating compelling Wi-Fi sensing services</b> Spencer Maid, Origin Wireless AI
<i>12:00-12:10</i>	<i>Short refreshment break</i>
12:10-12:30	<b>Critical insights into Wi-Fi 6/6E testing</b> Abu Islam, Spirent
12:30-12:50	<b>Enterprise Wi-Fi network monitoring</b> Tom Barrett, CEO, 7Signal
12:50 -13:10	<b>Evolution in smart antennas</b> Daniele Piazza, CEO & co-founder, Adant
13:10-13:30	<b>Vendor-agnostic AI-driven Wi-Fi Automation</b> Anil Gupta, Founder & CTO, Wyebot
13:30-14:00	<b>Network optimization with Wi-Fi Vantage</b> Consuelo Ortiz, Senior Manager Product Marketing, Wi-Fi Alliance
14:00-14:05	<b>Wrap-up - see you tomorrow!</b> Claus Hetting, CEO & Chairman, Wi-Fi NOW

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## Thursday October 8 (Day 7): Affordable services / Open Architectures

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- |                      |  |
|----------------------|--|
| 10:00-10:05          | <b>Welcome to VWWC 2020 Day 7!</b><br>Claus Hetting, CEO & Chairman, Wi-Fi NOW                           |
| 10:05-10:20          | <b>Speaker TBA</b><br>More information to follow shortly   |
| 10:20-10:45          | <b>Facebook Connectivity: Program update</b><br>Chris Marra, Product Manager, Facebook                   |
| 10:45-11:00          | <b>Wi-Fi service provider presentation</b><br>Speaker TBA  |
| 11:00-11:15          | <b>TooMuchWiFi: A Wi-Fi-based ISP in South Africa</b><br>Ian Thomson, CEO, TooMuchWiFi                   |
| 11:15-11:45          | <b>Financing wireless ISPs in emerging markets</b><br>Jim Forster, General Partner, Connectivity Capital |
| 11:45-12:10          | <b>Q&amp;A Panel: Challenges &amp; opportunities with Wi-Fi in emerging markets</b>                      |
| <i>12:10-12:20</i>   | <i>Short refreshment break</i>   |
| 12:20-12:40          | <b>Introducing Google's Orion WiFi</b><br>Raj Gajwani, Director, Area 120 @Google                        |
| <i>12:40 - 14:30</i> | <i><b>More speakers to be announced</b></i><br><i>More information to follow shortly</i>                 |
| 14:30-14:35          | <b>Wrap-up - see you tomorrow!</b><br>Claus Hetting, CEO & Chairman, Wi-Fi NOW                           |

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