



**Wi-Fi
NOW
VIRTUAL
EVENT**

Virtual Wi-Fi World Congress

Live Streaming from Aarhus, Denmark

September 29 - October 8, 2020

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 **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: Cornerstone of connectivity for the next era**
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 **Escape from the museum - enter AI-driven Wi-Fi**
Jussi Kiviniemi, Global Technologist, 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

With thanks to our sponsors:



Wednesday September 30 (Day 2): Revolutionizing the home

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

With thanks to our sponsors:



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 6/6E 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 for enterprise, automotive, and industrial with Wi-Fi 6, 6E, 7**
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 **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 | Welcome to VWWC 2020 Day 4!
Claus Hetting, CEO & Chairman, Wi-Fi NOW |
| 10:05-10:30 | How will large venues capitalise on the new paradigm?
Bill Anderson, CEO, AmpThink |
| 10:30-11:00 | Roundtable talk with Deep Blue Communications
Brian Epstein, CEO & Matthew Fitzgerald, Senior Director of Technology |
| 11:00-11:30 | Eliminating the six known Wi-Fi security threats
Jim Steinbacher, Wi-Fi Technical Evangelist, WatchGuard |
| 11:30-12:00 | New IoT-based Business Opportunities
Laurent Bouchoucha, VP Network Sales, Alcatel-Lucent Enterprise |
| 12:00-12:30 | Wi-Fi 7 and Beyond: Expectations & Applications
Jatin Parekh, VP Product Management, Arista Networks |
| 12:30-12:35 | Conclusions & wrap-up
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 **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, Founder & CEO, 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
Johan Terve, VP Marketing, Aptilo
- 13:50-13:55 **Wrap-up - see you tomorrow!**
Claus Hetting, CEO & Chairman, Wi-Fi NOW

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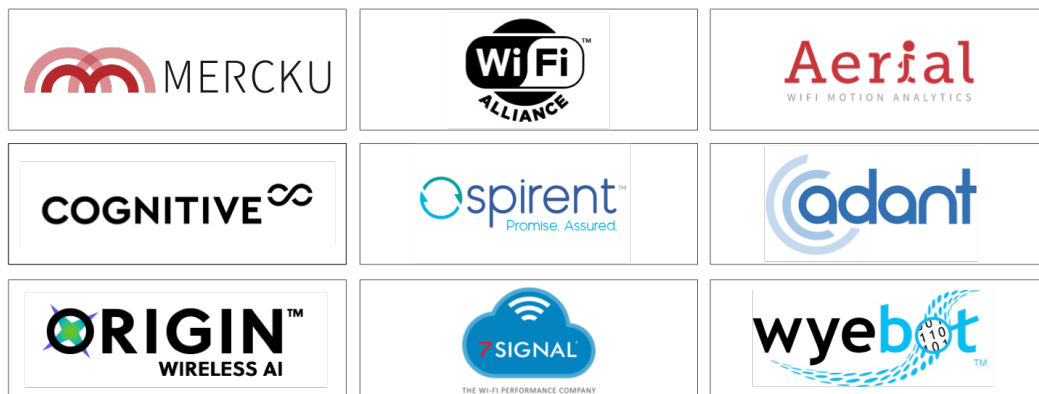
Wednesday October 7 (Day 6):

Cognition, sensing, & mesh / performance & quality

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

With thanks to our sponsors:



Thursday October 8 (Day 7):

Affordable services / Open Architectures

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

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