

Wi-Fi NOW

presents

Wi-Fi World Congress USA 2024

Sarasota, Florida, April 22-24, 2024

@The Westin Sarasota

PROGRAM

Practical information

Presentation files

The presentation files (PDFs) will be made available within 1-2 weeks of the end of the conference. All registered guests & speakers will receive an email notice in this regard. Note that the presentation files are for your personal use and cannot be distributed.

Video recordings

All the sessions will be professionally video recorded. All registered attendees will be granted access to the recorded presentations 1-2 weeks after the end of the conference. Note that the video files are for your personal use and must not be distributed.

Social evening events: Join us for drinks & entertainment!

On both April 22 & 23 you are invited to join us for our social events! On April 22 we're serving drinks at The Westin Sarasota hotel expo area and on April 23 we're organising a special event to honour our latest Wi-Fi NOW Hall of Fame inductee. More information available from the staff at the venue.

Special thanks to our partners & sponsors

We owe a special thanks to our organisational partners for this event. We are financed solely by sponsorships so we are indebted to all of our sponsors for making WWC events possible.

Contact the organizers

You can text Claus Hetting at ph. +45 25 34 17 05 or email him at claus@wifinowevents.com. Alternatively contact Wi-Fi NOW Event Director Inna Tachev at ph. +45 42 56 56 48 or inna@wifinowevents.com. Our staff will respond also on WhatsApp.

Disclaimer

We reserve the rights to change the conference agenda on short notice.

April 22: Wi-Fi training & workshops



Wi-Fi NOW Academy

Learning from the best - anytime, anywhere

10:00-14:00

Masterclass training: Wi-Fi Technology Evolution

Trainer: Dr. Srikanth Subramanian, Chief Wi-Fi NOW Academy Trainer
Room: Sea Star A (follow the signs)

Welcome to the in-person version of our critically acclaimed Masterclass Wi-Fi 6, Wi-Fi 6E & Wi-Fi 7 course - now also including AFC - delivered by probably the world's best Wi-Fi technology trainer Dr Srikanth Subramanian.

14:30-18:30

Masterclass training: Designing Future-Proof Wi-Fi Networks Today

Trainer: Dr. Ferney Munoz, certified Ekahau Instructor
Room: Academy Room 1 (follow the signs)

In this Masterclass we will cover the fundamentals of Wi-Fi design to better prepare attendees in the discussions with stakeholders about the designs and installations today that will make their Wi-Fi networks future-proof avoiding being obsolete upon deployment.

18:30-20:30

Social evening: Welcome to Sarasota!

Join us for drinks at The Westin

Network, mingle, and enjoy drinks on us - just follow the crowd.

April 23: Wi-Fi for the smart home

9:00-9:10	Welcome to Wi-Fi World Congress Liz Alpert, Mayor of Sarasota Claus Hetting, CEO & Chairman, Wi-Fi NOW
9:10-9:30	Keynote presentation by Wi-Fi Alliance Maureen Gallagher, VP Marketing, Wi-Fi Alliance
9:30-9:50	MediaTek: Insights into the future of connectivity James Chen, VP Product & Technology Marketing, MediaTek
9:50-10:10	Delivering the right Wi-Fi services for MDUs - with DojoNetworks Dan Myers, Founder & President, DojoNetworks
10:10-10:30	Rethinking Wi-Fi for the Internet of Things - with Qualcomm Shishir Gupta, Senior Director Product Management, Qualcomm
10:30-11:00	<i>Morning Coffee & Networking Break</i>
11:00-11:20	AI for wireless: How AI can enhance the user experience Intel Eric McLaughlin, VP & GM, Wireless Solutions, Intel
11:20-11:40	The state-of-the-art in Wi-Fi sensing - with Origin AI Tony Nicolaidis, Chief Commercial Officer, Origin AI
11:40-12:00	Introducing RouteThis: Quality Wi-Fi for the home Jenni Dettman, VP Marketing, RouteThis John Clark, Senior Sales Engineer, RouteThis
12:00-12:30	Q&A Panel: Wi-Fi for Communities with eero & Frontier Mark Sieglock, EVP Products & Engineering, eero Scott Buehrle, VP MDU Sales & Strategy, Frontier Andrew Sharp, Controller, Mahaffey Apartment Company
12:30-13:30	<i>Lunch break & workshop in Sea Star B Meeting room: Navigating Wi-Fi 7 including testing strategies Khushboo Kalyani, Product Manager, LitePoint</i>
13:30-13:50	Plume: Presenting 'Uprise' for MDUs Tony Liebel, Senior Product Suite Manager, Plume
13:50-14:10	Analysis: Present & future of smart home, smart building IoT Elizabeth Parks, President & Chief Marketing Officer, Parks Associates
14:10-14:30	Transformative forces in Wi-Fi IoT - with Silicon Labs Irvind Ghai, VP, Silicon Labs
14:30-15:00	Q&A: Opportunities & challenges in Wi-Fi IoT & new services Nick Butler, Principal Product Manager, Product & Engineering, eero Peter Gammel, CEO, Ubilite Taj Manku, CEO, Cognitive Systems Zac Freeman, VP Marketing & Sales, Newracom
15:00-15:30	<i>Afternoon Networking & Expo Break</i>
15:30-16:00	Q&A panel: Regulatory challenges for broadband Ajit Pai, Partner, Searchlight Capital Partners Ted Schremp, Founder, President & CEO, IQ Fiber Jonathan Bullock, Chief Strategy Officer, Hotwire Communications
16:00-16:30	IEEE 802.11 standards: Status & Evolution - with Dorothy Stanley Dorothy Stanley, Standards Architect, Aruba Networks
18:30-20:30	<i>Social Evening Event: Hall of Fame Induction Ceremony More information to follow.</i>

April 24: Wi-Fi for the enterprise

9:00-9:15	Analyst fireside chat with Dean Bubley Dean Bubley, Founder & Director, Disruptive Analysis
9:15-9:45	Keynote presentation by Cisco: Wi-Fi for LPVs Matt Swartz, Distinguished Engineer, Cisco Bill Anderson, CEO, AmpThink
9:45-10:05	Zero Effort Networking (ZEN): The road to ubiquitous indoor coverage Howard Buzick, SVP Business Development, American Bandwidth
10:05-10:35	Q&A: The future of enterprise networking: Naas, AI, consolidation Siân Morgan, Research Director for Wireless LAN, Dell'Oro Rich Korb, Systems Engineering Director, Juniper Shubham Saloni, Wireless Engineering Leader, Meter Sriram Venkiteswaran, Director of Product Management, Arista
10:30-11:00	<i>Morning Coffee & Networking Break</i>
11:00-11:20	WorldVue : Delivering on the promise of MDUs & hospitality connectivity with Robert Grosz, President & COO, WorldVue
11:20-11:40	Ruckus Networks: Enterprise Wi-Fi reimaged - with AI for operational efficiency Bart Giordano, President, Networking, Intelligent Cellular and Security, CommScope
11:40-12:00	Fireside: Effective public Wi-Fi for airports & more Jo-Anne Dressendofer, Founder & President, Slice Wireless Solutions Jess Ward, Area Vice President for Mist Systems, Juniper
12:00-12:30	Q&A Panel: Delivering & monetizing great public Wi-Fi Todd Myers, CEO & founder, GoZone WiFi David Rouse, Head of Venue IT, Live Nation Doug Cheung, Commercial Business Development, NETGEAR
12:30-13:30	<i>Lunch Break & workshop with HWG (Sea Star B meeting room): Protect Your R&D Dollars: Regulatory Developments in 6 GHz and Cybersecurity Labelling with Jason Neal & Owen Smith, HWG</i>
13:30 -13:40	Revenue Generation and Messaging for Public Wi-Fi networks Brian Jacks, Founder & CEO, WiConnect
13:40 -14:10	Presentation & Q&A: Transforming architectures with OpenWiFi Howard Buzick, SVP, American Bandwidth Frank Lai, VP Business Development, Actiontec Eran Dor, VP Product, Pavlov Media Tony Stramandinoli, VP of Sales, Edgecore Networks
14:10-14:30	Naas by Meter: The Last Network You'll Ever Buy Anil Varanasi, CEO & Co-founder, Meter
14:30-15:00	Q&A panel: Future of the Wi-Fi-connected enterprise Keith Parsons, Managing Director, WLANPros Tom Carpenter, Director of Education, CWNP Bart Giordano, President, Networking, Intelligent Cellular and Security, CommScope
15:00-15:30	Presentation by LATYS: Innovations in radio Artmiz Golkaramnay, Founder, Product & Business Lead, LATYS

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About Wi-Fi NOW

Our mission

Wi-Fi NOW was formed in 2014 by founder and CEO Claus Hetting to support and promote all things Wi-Fi. Our goal is to make high-quality, high-performance Wi-Fi available everywhere, for everyone. We work with individuals, carriers, service providers, tech vendors, and regulators – in short: Any organisation that shares this important mission and goal with us.

What to expect

Through our network you will meet the industry leaders, entrepreneurs, innovators, and experts from across the global Wi-Fi industry. We showcase the most promising companies and inspiring case stories that are driving the Wi-Fi industry forward. We bring the industry together through networking and knowledge sharing – and we're 100% Wi-Fi dedicated.

Wi-Fi industry thought leadership

Wi-Fi NOW sets the thought leadership agenda for the Wi-Fi industry in close cooperation with our clients & partners. If you want to be a part of our network of influencers and leaders, now is a great time to get involved.

In-person Wi-Fi World Congress events

Wi-Fi NOW conducts yearly Wi-Fi industry events in the USA, Europe, Latin America, and Asia. We also occasionally organise smaller regional events together with our partners. For more on previous and scheduled events, see wifinowglobal.com.

Online events & promotional content

The Wi-Fi NOW community consists of more than 20,000 highly engaged Wi-Fi professionals from every segment of the industry. Our media services allow you to reach out to this influential group. For more about Wi-Fi NOW Media, read more [here](#).

Contact us for promotional opportunities

For promotional partnerships, conference speaking, events, and other thought-leadership promotional activities contact CEO Claus Hetting at claus@wifinowevents.com. For Asia-related activities contact Yongmei Xu at yongmei@wifinowevents.com. For all Wi-Fi industry news and more information go to wifinowglobal.com.



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.wifinowglobal.com