

WiFi NOW

presents

Wi-Fi World Congress EUROPE 2024

Geneva, Switzerland, September 23-25, 2024
@Hilton Conference Center

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 September 23 & 24 you are invited to join us for our social events! On September 23 we're serving drinks at Hilton Conference Center hotel exhibition area and on September 24 we're organising a special event to celebrate 25 years of Wi-Fi. More information available from the staff.

Special thanks to our partners & sponsors

We owe a special thanks to our organisational partners for this event. We are financed solely by sponsorships and 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 Inger Hjort at ph. +45 22 11 86 39 or inger@wifinowevents.com. Our staff will respond also on WhatsApp.

Disclaimer

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

September 23: 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: OSLO (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: OSLO (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 Geneva!

Join us for drinks at the Hilton

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

September 24: Wi-Fi for the smart home

- 9:00-9:10 **Welcome to Wi-Fi World Congress**
Claus Hetting, CEO & Chairman, Wi-Fi NOW
- 9:10-9:35 **Keynote presentation by Wi-Fi Alliance**
Kevin Robinson, CEO & President, Wi-Fi Alliance
- 9:35-10:00 **Keynote by Plume: Industry outlook, what's next, & future landscape**
Fahri Diner, CEO & Co-Founder, Plume
- 10:00-10:30 **Wi-Fi technology for the smart home - with Qualcomm**
Patrick Ribardiere, Senior Director, Product Marketing, Qualcomm
- 10:30-11:00 *Morning Coffee & Networking Break*
- 11:00-11:30 **Presentation & Q&A panel: Intel Connectivity Analytics**
Eric McLaughlin, VP & GM, Wireless Solutions, Intel
Matt MacPherson, Wireless CTO, Cisco
Anil Gupta, CTO & Co-Founder, Wyebot, Inc.
- 11:30-11:50 **Operator Crossroads: Choosing between growth and efficiency**
Philippe Lambinet, CMO, ADB
- 11:50-12:10 **Aprecomm: A pathway to intuitive networks with AI & ML**
Guharajan Sivakumar, Founder & Chief Technology Officer, Aprecomm
- 12:10-12:30 **Q&A Panel: Present & future of the Wi-Fi-connected smart home**
Ivo Scheiwiller, Founder, President & CEO, BN AG
Paul Robson, Senior Manager Technology Strategy, Liberty Global
Nitin Madan, Senior Marketing Manager, Qorvo
- 12:30-13:30 *Lunch break & workshop in Sea Star B Meeting room:*
- 13:30-13:50 **MediaTek: Wi-Fi 7 Experience Today**
Stephane Renaud, Director of Product Technology Marketing, MediaTek
- 13:50-14:10 **Next-level connectivity: High-performance CMOS Wi-Fi 7 RF Front-Ends**
Dr Ali Fard, CEO & CTO, QuantalRF
- 14:10-14:30 **Fireside: Defining the future of Wi-Fi IoT - with Irvind Ghai**
Irvind Ghai, Vice President, Silicon Labs
- 14:30-15:00 **Q&A panel: Trends & opportunities in IoT & sensing**
Bob El-Hawary, EVP Sales, Cognitive Systems
Charles Foster, Head of CPE Convergence, BT
- 15:00-15:30 *Afternoon Networking & Expo Break*
- 15:30-15:50 **Airties & Qualcomm: Wi-Fi + 5G Fixed Wireless Access: The New Frontier for Home Broadband**
Metin Taskin, CEO & Founder, Airties
Patrick Ribardiere, Senior Director, Product Marketing, Qualcomm
- 15:50-16:20 **Fireside, Q&A, & trends discussion with analyst Dean Bubley**
Dean Bubley, Director & Founder, Disruptive Analysis
- 16:20-16:50 **What's next in IEEE 802.11 standards?**
Dorothy Stanley, Standards Architect, Aruba Networks
- 18:30-20:30 **Social Evening Event: Celebrating 25 years of Wi-Fi**
More information to follow.

Notes

September 25: Wi-Fi for the enterprise


- 9:00-9:15 **25 Years of Wi-Fi: The beginnings of Wi-Fi in Europe - and beyond**
Bruce Tuch, Director, Bruce Tuch Consultancy
- 9:15-9:45 **Keynote presentation: Next generation enterprise - with Cisco**
Matt MacPherson, Wireless CTO, Cisco
- 9:45-10:05 **Swisscom Broadcast: The Invisible Wi-Fi Experts**
Jacques Baehler, Business Developer & Event Program Manager, Swisscom Broadcast
- 10:05-10:30 **'Wi-Fi offload': The why & how of mobile/Wi-Fi convergence**
Jonas Lagerquist, Director Product Management, Enea
- 10:30-11:00 Morning Coffee & Networking Break*
- 11:00-11:20 **WorldVue: Delivering on the promise of MDUs & hospitality connectivity** with Robert Grosz, President & COO, WorldVue
- 11:20-11:40 **Fireside chat with American Bandwidth: Indoor mobile coverage with Wi-Fi & Passpoint**
Howard Buzick, SVP Business Development, American Bandwidth
Luke Lucas, Principal Advisor, More Cell Coverage LLC
- 11:40-12:00 **Navigating the wireless future: The power of RF maps and real-time data**
Chris Carr, Senior Solutions Architect EMEA SaaS, Extreme Networks
- 12:00-12:15 **Fireside: Introducing Zyxel Networks**
Hugh Simpson, EMEA Marketing Development Manager, Zyxel Networks
- 12:00-12:30 **AI-driven Wi-Fi automation for the enterprise - with Wyebot**
Anil Gupta, CTO & Co-Founder, Wyebot, Inc.
- 12:30-13:30 Lunch Break*
- 13:30 -13:50 **Sunrise: Evolution of Wi-Fi opportunities in Switzerland**
Leo Patanapongpibul, Senior Product Manager, Sunrise
- 13:40 -14:10 **After 25 years of Wi-Fi: Time to rethink testing?**
Jörg Köpp, Market Segment & Technology Manager, Rohde & Schwarz
- 14:10-14:30 **Outdoor lighting platform as an accelerator for Wi-Fi adoption**
Khalid Aziz, MD Business Leader, Connectivity Solutions, Signify
- 14:30-14:50 **Q&A: Future of public & guest Wi-Fi including monetization, analytics, & more**
Khalid Aziz, MD Business Leader, Connectivity Solutions, Signify
Todd Myers, Founder & CEO, GoZone WiFi
- 14:50-15:10 **Publicroam: Unique WiFi-roaming initiative in public venues takes off in the Netherlands**
Ted Dinklo, Co-Founder, Publicroam
- 15:10-15:30 **Optimizing Wi-Fi Networks: Overcoming challenges with standardised tools and processes Wi-Fi networks**
Dan Klimke, Director of Product Marketing, NetAlly
- 15:30-15:35 **Join us again at WWC USA, April 28-30 2025**
in Mountain View, California!

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About WiFi NOW

Our mission

Wi-Fi NOW was formed in 2015 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, and machines. 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