



The Wi-Fi Alliance	Wi-Fi®
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**What is the Wi-Fi Alliance?**

The Wi-Fi Alliance is a global, non-profit industry trade association with more than 300 member companies devoted to promoting the growth of wireless local area networks (WLAN).

**Who are the members?**

Wi-Fi Alliance members represent the spectrum of the WLAN ecosystem: computer and networking equipment manufacturers, semiconductor makers, systems integrators, software companies, telecom carriers and service providers, and consumer products manufacturers.

**What does the Wi-Fi Alliance do?**

The Wi-Fi Alliance works to enable the growth of the Wi-Fi industry through interoperability testing of products based on the IEEE 802.11 standard, and through promotion of Wi-Fi capabilities to consumers and users in the home, convergence, enterprise and managed access markets.

**What's new and improved about Wi-Fi?**

Since 2000, Wi-Fi capability has improved in speed, range, security, multimedia, ease-of-use and power consumption. Wi-Fi isn't just for PCs anymore. Wi-Fi is becoming an integral feature in cellular phones to cameras, entertainment systems to interactive video games. Next generation 802.11n Wi-Fi will bring dramatic improvements in throughput (up to six times existing rates), range and Quality of Service.

**Is Wi-Fi secure?**

Products that carry the Wi-Fi CERTIFIED™ logo have strong WPA2™ security built in. Users can be confident that they have the very latest protections in place when using WPA security.

**What would you do for Wi-Fi?**

Recent Wi-Fi Alliance and Kelton Research survey results revealed Wi-Fi's booming popularity:

- Nearly nine out of ten Americans would rather do without Starbucks for a year than give up their Wi-Fi connection
- Eight out of ten Americans would choose to give up their iPod® any day instead of their home Wi-Fi network

What's Ahead For Wi-Fi	Facts and Figures
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**Converged Wi-Fi/Mobile Phones:**

The market for converged handsets is expected to reach 325 million units in 2011 (ABI Research). The Wi-Fi CERTIFIED program is a key enabler of this growth.

- Wi-Fi and mobile/cellular technologies combine to offer a rich broadband experience – numerous major carriers have announced plans for Wi-Fi mobile services
- 100 Wi-Fi / Mobile handsets are Wi-Fi CERTIFIED
- In September 2006, the Wi-Fi Alliance and CTIA released a jointly-developed test plan to map RF performance in Wi-Fi / Mobile converged handsets
- Certification programs are also in place for battery conservation and Quality of Service
- Coming soon: performance testing for Voice over Wi-Fi

**Wi-Fi Protected Setup™:**

Wi-Fi Protected Setup brings industry-standard methods to set up and protect home and small office networks with WPA security.

**802.11n:**

Launched in June 2007, Wi-Fi CERTIFIED 802.11n draft 2.0 certification helps ensure interoperability of pre-standard products through rigorous testing. The second phase of the Alliance's 802.11n certification program will be based on the final IEEE standard.

**Consumer Electronics/Digital Home Networking:**

Wi-Fi is a pervasive, secure and evolving technology, making it ideal for traditional PC applications, as well as mobile phones, consumer electronics and home networking applications:

- Stereos access a central library of music, photos and video
- Video game players compete across the room or the world
- Still and video cameras download to PCs and printers without cables

**Founded:** August 1999

**Headquarters:** Austin, Texas

**Wi-Fi Alliance Members:**

More than 300 member companies. Board member companies include: Broadcom, Cisco, Conexant, Dell, Intel, Microsoft, Motorola, Nokia, Sony and Texas Instruments

**Market Success:**

- More than 3,500 products have been Wi-Fi CERTIFIED
- More than 200 million Wi-Fi chipsets sold in 2006 (In-Stat)
- 90 percent of notebook computers are Wi-Fi-enabled (IDC)
- More than 100 cell phones are Wi-Fi CERTIFIED

**Leadership:**

- Andrew Myles, Chairman, Cisco Systems
- Karen Hanley, Senior Director, Marketing
- Greg Ennis, Technical Director
- Edgar Figueroa, Director, Certification & Technical Operations

The Value of Wi-Fi CERTIFIED
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The Wi-Fi CERTIFIED logo indicates that the equipment or product has passed rigorous interoperability testing.

**59.6 percent of shoppers:**

More likely to purchase a Wi-Fi CERTIFIED over an uncertified device.

Wi-Fi Alliance Media Contact
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**Find out more at: [www.wi-fi.org](http://www.wi-fi.org)**

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