

Can Wi-Fi and Mobile play nicely together in IoT

Ton Brand, senior director of Marketing and Industry Development

WBA Members Have a Common Vision ...

*Better Customer Experience
New Growth Opportunities*

“Next Generation” Wi-Fi Platform



Interoperable



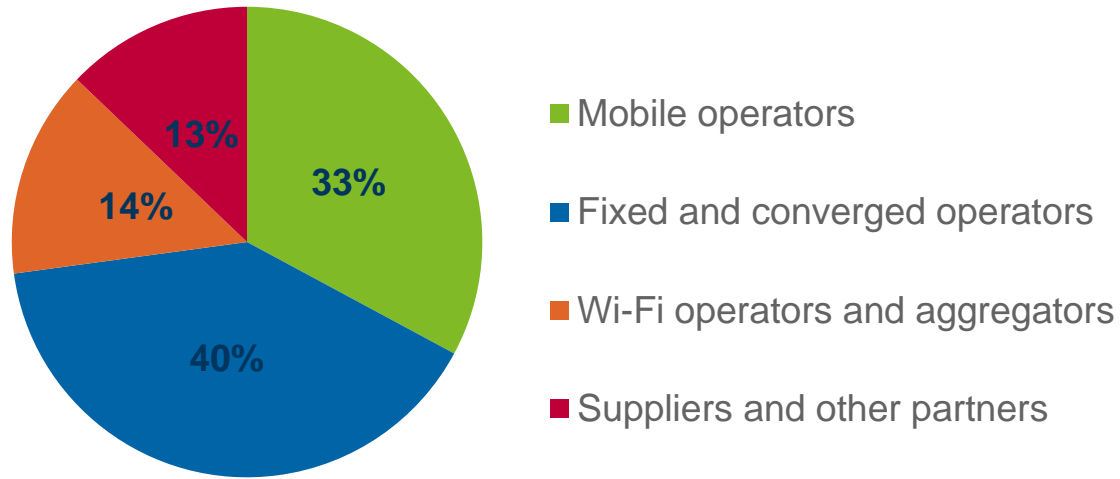
Seamless



Secure

Creating eco-system convergence for Carrier Wi-Fi

Diverse Membership Across the Wi-Fi Ecosystem



100+
members
...and
growing





Central Role in Accelerating the Ecosystem




Joint Taskforce



GSM-like robust Wi-Fi-to-Wi-Fi global roaming & standards based 3GPP-Wi-Fi Integration & interworking




Alignment of Interoperability and roaming framework specific for Cable operators

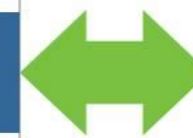


End-to-End Seamless Interoperability Across Operators

Carrier Grade Network Management **Auto Network Discovery & Selection**



Global Roaming & Interoperability **Secure & Seamless Authentication**



Cooperation Framework



Wi-Fi Alliance Passpoint™ certification program for equipment interoperability based on Hotspot 2.0 specifications



SMALL CELL FORUM

Promotion of integrated GSM-Wi-Fi small cells equipment with seamless interoperability

The world is changing.... Wi-Fi First



Wi-Fi Calling



New Types of Wi-Fi



Billions of Wi-Fi Enabled
Devices



Community Wi-Fi



Wi-Fi in M2M



Interoperability



New Monetization Models



Venue/Retail Wi-Fi



Security, Privacy, Policy, Regulatory

New Growth Opportunities
Better Customer Experience

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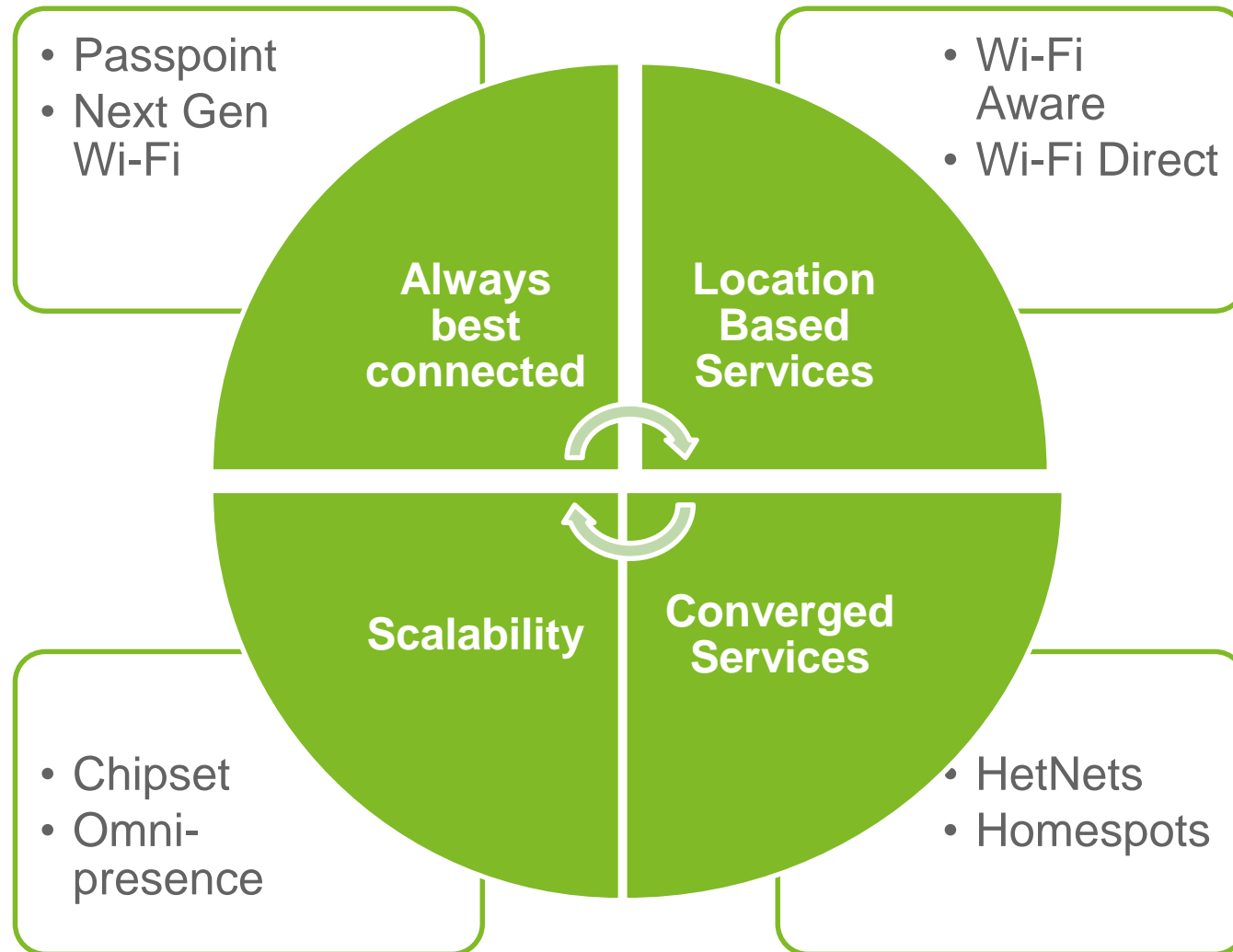
Seamless



Secure

**The Future of
Wi-Fi is
changing**

Wi-Fi and the Internet of Things



Why Wi-Fi and Mobile should play together?

- Seamless interoperability
 - Move across different connections: connectivity, security, authentication credentials and other settings are maintained seamlessly
- Cost-effective approach
 - Combining Wi-Fi, mobile and small cells provides significant cost savings
- Improve Scale
 - Combine ultra low-power Wi-Fi solutions with mobile connectivity
 - Consumer IoT
 - In-building coverage

TCO per GB



Carrier Wi-Fi is the baseline requirement

Thank you
