20TH ANNIVERSARY

Wireless Global Congress
Wireless Broadband Alliance

WGC EMEA

EVENT HIGHLIGHTS
OCT 23 – 26 2023

1800+	290+	39%	53%	28%	70+
EVENT ATTENDEES	UNIQUE ORGANISATIONS	C-LEVEL & EXECUTIVE LEVEL	OPERATORS + ENTERPRISES	VENDORS	COUNTRIES REPRESENTED

WGC EMEA 2023
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CEO STATEMENT

A recap on the Wireless Global Congress in Paris

"On behalf of the Wireless Broadband Alliance, I would like to extend a heartfelt THANK YOU to all of the attendees, sponsors, speakers, and industry partners who helped the WBA make last month's Wireless Global Congress (WGC) EMEA a fantastic success!

For the second year in a row, the WBA partnered with our colleagues at Informa to make WGC EMEA part of Network X in beautiful Paris. It was our honour and privilege to represent the world of Wi-Fi at the world's most comprehensive B2B telecommunications industry event, and it was very exciting to see the direction that the industry as a whole is heading.

2023 was a milestone year for WBA, with our organization celebrating its 20th anniversary. As we think back to 2003 and the year of our formation, it's absolutely stunning to think about the growth that the Wi-Fi industry has seen over the last two decades, and if you were in attendance at WGC EMEA you were treated to a preview of what we can expect in 2024 and beyond. And believe me – the future is looking very, very bright!

WGC EMEA was also the home of the 2023 WBA Industry Awards, and I hope you'll join me in congratulating the winners for their outstanding work and dedication to the Wi-Fi industry. I strongly urge you to watch the winning entry videos and get excited by the excellence on display!

Whether you were able to join us in-person in Paris, or you watched the event virtually from the comfort of your home or office, this post-event report will provide a comprehensive look at some of the main topics and points of discussion at WGC EMEA. If you haven't had the opportunity to experience a Wireless Global Congress event, I'm happy to extend a personal invitation to our 2024 events, which will take place in Delhi, Dallas, and Paris – we would be very happy to have you join us at any or all of them!

Again, please accept my sincere gratitude for your ongoing support of the WBA and our events. I wish you the very best for the rest of 2023, and look forward to meeting with you again very soon!

Kind Regards,
Tiago Rodrigues
President & CEO, WBA

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OCT 23-26 2023 WGC EMEA

WI-FI INNOVATION:
FOR OPERATORS, ENTERPRISE, PLACES AND THINGS

Porte de Versailles, Paris, France

MAIN THEMES AND TOPICS

Executive Plenary:

- Operator's Address: Building More Valuable Wi-Fi for Consumers
- Wireless Innovation at a Torrid Pace: A Giant Leap for PC Clients
- Transforming the Wi-Fi Experience with OpenRoaming
- Connecting the Enterprise with 5G, Wi-Fi and AI

Next Generation Wi-Fi and Convergence:

- The Role of Wi-Fi in 6G
- Wi-Fi 7: When will it be a Commercial Reality?
- Powering Convergence...Now!
- **Panel Discussion:** Spectrum & Use Cases of 6 GHz Wi-Fi
  - *Differentiating features of 6 GHz Wi-Fi;*
  - *Various countries' perspective on most efficient use of 6 GHz Wi-Fi;*
  - *Impact of spectrum decisions on Wi-Fi 6E and Wi-Fi 7;*
  - *AFC platforms enabling standard power – the ultimate enabler to unleash 6 GHz use cases*

AI and Smart Infrastructure:

- Wireless Wonders: The Role of Artificial Intelligence in Delivering the Best Enterprise Wi-Fi Experience in 2023
- Putting the 'Smart' in Cities and Transportations
- Smart Infrastructure in Cities

The Connected Home:

- Consumer Needs and Expectations for Future In-Home Connectivity & IoT
- Wi-Fi 7: How ISPs can Create Customer Value
- The Future of Broadband Services in the Wi-Fi 7 Era
- Beyond Connectivity: How Wi-Fi Sensing is Shaping Modern Homes
- **Panel Discussion:** How will Next Gen Wi-Fi Transform the Smart Home?
  - *Wi-Fi and other technologies: critical to the future of smart home connectivity;*
  - *How can operators optimize and manage the deliveryof an excellent in-home experience;*
  - *How are connectivity and IoT devices evolving to meet future needs*

Wi-Fi and Sustainability:

- Future Sustainability & Goals for Wi-Fi
- Sustainability in Action
- **Panel Discussion:** Creating a Sustainable Future with Wi-Fi
  - *The current sustainability requirements for Wi-Fi;*
  - *How to manage the energy use of ICT in different verticals;*
  - *Renewable energy use cases for Wi-Fi;*
  - *The real-life challenges ahead*
- Wi-Fi Offload: Reloaded!
- **Panel Discussion:** Optimizing Network Deployment and Management to Deliver the Best Wi-Fi Experience
  - *Architecture and framework for Operator Managed Wi-Fi (OMWi);*
  - *Insights on deploying and managing effective network architectures;*
  - *E2E QoS and why it's important;*
  - *Important features and requirements for operators to access the right repeatable solutions;*
  - *Importance of AI/ML/AIOps*

Enterprise Connectivity:

- Analyst Spotlight: Wi-Fi in the Enterprise
- Transforming Enterprise Connectivity and Customer Experience
- **Panel Discussion:** Operators Delivering Business Opportunities for Enterprise with Public and Guest Wi-Fi
  - *How to be an 'experience provider' in hospitality, retail and other guest verticals;*
  - *Evolution of Wi-Fi technology and role of AI to meet the diverse needs of enterprise;*
  - *OpenRoaming as a connectivity solution for people and things;*
  - *Monetization, LBS, Loyalty and Analytics*
- Delivering the Best Public Wi-Fi Experience with OpenRoaming

To find out more, listen to the Wireless Global Congress EMEA replays or download the presentations

CLICK HERE

WGC TESTIMONIALS

"**Great event** with the care taken in every detail. The presence of relevant participants. The location of the meeting. The kindness of the organisers. *- Galgus Global*

"**A very good conference** – the quality of attendees is top notch with a lot of sessions on the agenda." *- Wi-Connect*

"**Great event plenty of insights** and a well done 20th anniversary celebration" *- Nokia*

"**Very informative** with excellent networking opportunities ." *- Cisco*

"**WGC is the best industry forum** for meeting like-minded companies & individuals who share a common goal of driving the wireless industry forward." *- CommsScope/Ruckus*

"Liked the range of customers that attend this show and the focus on **providing knowledge and information**" *- Edgecore Networks*

WGC EMEA PHOTO HIGHLIGHTS

Wireless Global Congress Asia PAC

WGC APAC 2024

JAN 30 - FEB 01

Wi-Fi Innovation: Connecting Our Digital World

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Whitepaper

Ensuring consistent Wi-Fi QoE is critical to broadband success

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Wireless Global Congress Americas

WGC Americas 2024

JUNE 10 - 13

Wi-Fi Innovation: Connecting Our Digital World

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COGNITIVE

Wireless Broadband Alliance Industry Awards 2023

WBA Industry Awards honor the most significant innovations and achievements from across the Wi-Fi ecosystem.

Submission Open:
March 2024

AWARD CATEGORY WINNERS

CATEGORY SHORTLIST

Best Wi-Fi Network Operator
KT Wi-Fi 7 & All-in-One Wi-Fi Services
— boingo, Panasonic

Best Wi-Fi Network Technology
TIP OpenWiFi Opens the Door to Better Wi-Fi Technology–Wi-Fi Network Technology is Now Open and Disaggregated Around the World
— KYRIO, Extreme networks

Best In-Home Wi-Fi Network
Real-Time Engagement and Hyper-Personalization: Ambeent and Vodafone's Customer-Centric Solutions
— HFCL, STARHUB

Best Enterprise Wi-Fi Network
Huawei Helps Shenzhen Talent Institute Deploy High-Quality Wi-Fi 7 Networks
— fanswifi, kt

Best Wi-Fi for Social Impact
TIP OpenWiFi Opens the Door to Digital Equity–A Perfect Public Private Partnership Solution for Social Impact
— boldyn NETWORKS, HFCL

Best Wi-Fi Innovation
The Hybrid Cloud-Edge Architecture of Airties Smart Wi-Fi Solution
— KYRIO, HUAWEI

Best Wi-Fi Customer Experience
Cognitive Systems Best WiFi Experience 2023
— globalreach SD satcom direct., DELHAIZE CISCO

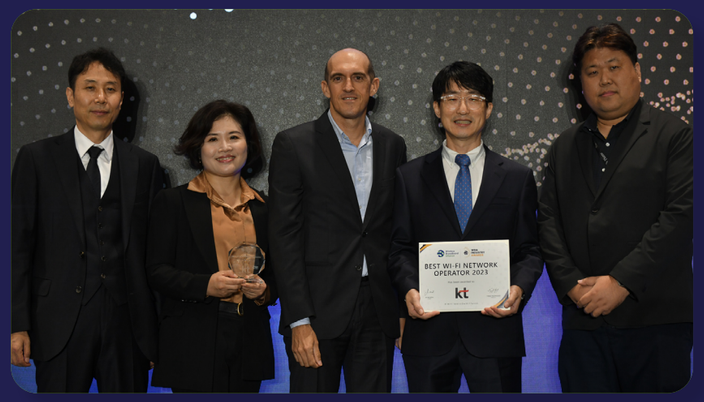
CTO of the Year

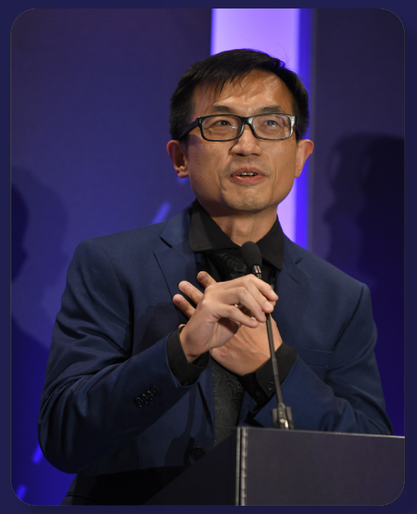
WBA Industry Awards 2024 - Get Ready!

Each year we honor the most significant innovations and achievements from across the Wi-Fi ecosystem. Industry Awards 2024 open March 2024

Click here to **find out more**

WGC EMEA PHOTO HIGHLIGHTS





Next-Level of Connectivity: Introducing the AI-driven RUCKUS R770

In the ever-accelerating digital landscape, providing faster, more reliable, and secure wireless connectivity has become fundamental to the functioning of various industries. Acknowledging this imperative, RUCKUS Networks has achieved a remarkable feat with the unveiling of the RUCKUS R770, the world's pioneering AI-driven, enterprise-grade, tri-band Wi-Fi 7 Access Point. This breakthrough technology is reshaping connectivity across diverse industries, ushering in an era of seamless communication, enhanced security, and unparalleled reliability.

Wi-Fi 7 and 6 GHz: A Universal Paradigm Shift

The potential of Wi-Fi 7 and the 6 GHz band is universal, spanning across sectors. For businesses, it means streamlined operations, robust cybersecurity, and uninterrupted communication channels, fostering growth and efficiency. In the hospitality sector, it provides guests with immersive digital experiences, from seamless check-ins to high-definition streaming, elevating customer satisfaction to unprecedented levels. These advancements underscore Wi-Fi 7's transformative impact, making it a cornerstone for progress in the digital age.

The Power of RUCKUS R770: Unmatched Connectivity, Anywhere, Anytime

At the heart of this technological revolution lies the RUCKUS R770, a beacon of innovation. By merging Wi-Fi 7 capabilities with RUCKUS's cutting-edge RF technologies, including Beamflex+ and RUCKUS AI, the R770 ensures superior connectivity experiences across industries.

RUCKUS R770 stands tall on these five pillars:

Superior Throughput and Capacity

- RUCKUS BeamFlex+ on all three bands dramatically improves throughput and range.
- 4K QAM and 320 MHz wide channels take full advantage of the 6 GHz spectrum and deliver unprecedented throughput
- 10 Gbps Ethernet port eliminates backhaul bottleneck
- AI Driven Radio Resources Management simplifies support and enhances network performance
- Automated Frequency Coordination (AFC) boosts signal strength and range by enabling the use of Standard Power (SP) mode at 6 GHz

Adaptive Resilience

- Multi Link Operation (MLO) improves reliability by transmitting data across multiple links to prevent interruptions.
- Better Wi-Fi resiliency through AI driven automated incident classification and recommended remediation steps

Reduced Latency

- RUCKUS Wi-Fi 7 enhancements including Time Sensitive Networking* (TSN) deliver the deterministic latency applications need
- Wi-Fi 7 new set of QoS features to improve user experience in various scenarios.

Advanced Security Simplified

- RUCKUS exclusive DPSK3 adds the power of DPSK to WPA3 combining advanced security with the flexibility and ease of use of dynamic passphrase to secure network access.
- Secure boot and TPM 2.0 offers hardware-level protection against malware and sophisticated cyberattacks.

Built-in Modern IoT Stack

- RUCKUS exclusive DPSK3 adds the power of DPSK to WPA3 combining advanced security with the flexibility and ease of use of dynamic passphrase to secure network access.
- Secure boot and TPM 2.0 offers hardware-level protection against malware and sophisticated cyberattacks.

**Expected to be available in a future software release*

Harnessing the Power of AI

RUCKUS R770 leverages advanced AI features, enhancing network reliability and streamlining operations across industries. Predictive maintenance in manufacturing, intelligent room control in hospitality, and data-driven diagnostics in healthcare are just a few examples of its transformative potential. These applications not only enhance efficiency but also pave the way for innovative solutions that redefine industry standards.

Preparing for the Future: A Seamless Transition to Tomorrow

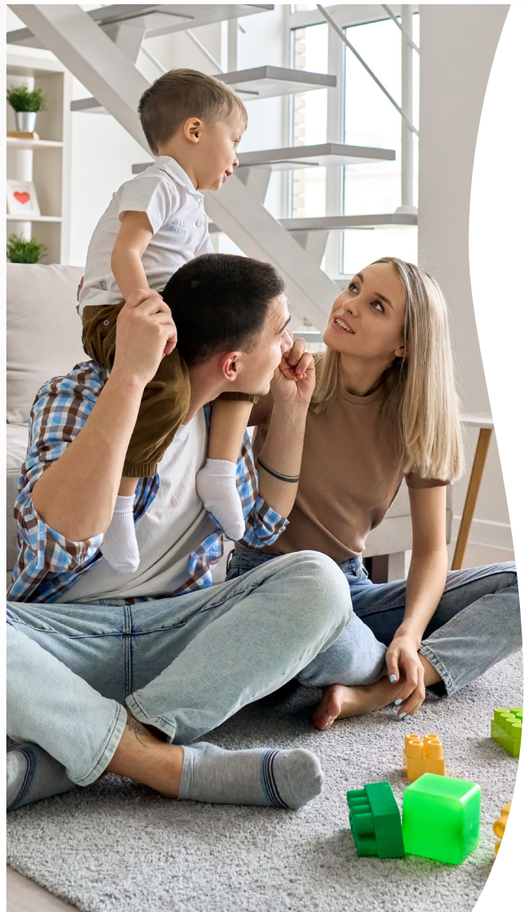
By unifying Wi-Fi and non-Wi-Fi technologies, supporting emerging protocols like Matter and Thread, the RUCKUS R770 future-proofs industries. It ensures that businesses, manufacturing, multi-family housing, hospitality establishments, and beyond are equipped to seamlessly embrace technological advancements. This seamless transition to future technologies enables industries to stay ahead of the curve, fostering innovation and competitiveness.

Conclusion: A Connected World, Redefined by RUCKUS R770

In summary, the RUCKUS R770 revolutionizes connectivity and sets new standards for reliability and security. Its impact reverberates across manufacturing, hospitality, high-density venues and every industry that relies on efficient connectivity. Embracing the RUCKUS R770 means stepping into a future where connectivity knows no bounds, empowering industries to thrive in the digital age. Welcome to a connected world, redefined and revolutionized by the RUCKUS R770. In this era of boundless connectivity, the possibilities are limitless, and the RUCKUS R770 stands as the beacon guiding industries toward a future of unprecedented opportunities and unparalleled growth.

To learn more about Wi-Fi 7, visit https://www.ruckusnetworks.com/blog/wifi7

To learn more about R770, visit https://www.ruckusnetworks.com/products/wireless-access-points/r770/



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- **Personalization:** Boost loyalty with personalized, data-driven customer experiences.
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- **Competitive Advantage:** Stand out with unique offerings, reducing customer churn.

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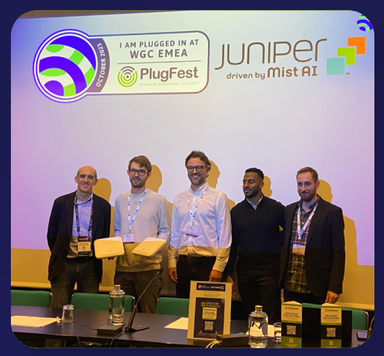
PLUGFEST

The 2nd PlugFest, hosted by WBA

Congratulations to all the companies that have successfully passed the PlugFest testing! It is a remarkable achievement that demonstrates their dedication to meeting the OpenRoaming baseline and advanced requirements.

The 2nd PlugFest, hosted by WBA in Paris, brought together industry leaders including Cisco, EdgeCore, Juniper Networks, Ruckus CommScope.

WBA OpenRoaming is an impressive initiative uniting global Wi-Fi vendors, mobile operators, and stakeholders to establish a worldwide, secure, and interoperable Wi-Fi roaming experience. The OpenRoaming PlugFest is a vital platform for companies to rigorously test their solutions, including end-user devices, access points (APs), and wireless LAN controllers (WLC), validating OpenRoaming compliance. To participate in the next Plugfest, reach out to the WBA PMO team (PMO@Wballiance.com) for support and guidance in seamlessly integrating OpenRoaming compliant solutions for your company.



OPENROAMING™

OpenRoaming™

WBA OpenRoaming creates the framework to connect billions of users and things to millions of Wi-Fi networks globally.

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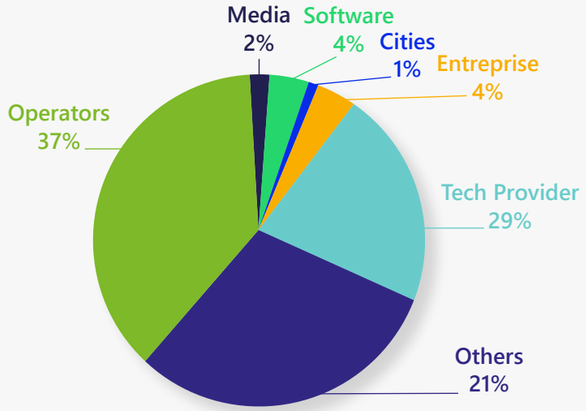
FINAL THOUGHTS

Thank you to all our Sponsors, guests and attendees for making WGC EMEA 2023 such a positive experience amongst industry leaders. In total, engaging with 1800+ attendees.

To make sure you don't miss out on any upcoming events or activities happening, sign up **here**. Find our more about becoming a WBA Member **here**.

We hope to see you at our next event, the Wireless Global Congress APAC, in Delhi, India!

ATTENDANCE BY COMPANY TYPE



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Register now for WGC EMEA - Paris

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