Event report

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Wi-Fi Global Congress
12-15 Oct, 2015 | San Jose Convention Center, USA

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Wi-Fi Global Congress highlights

The 2015 Wi-Fi Global Congress was again a success, attracting leaders and influencers from across the industry to the San Jose Convention Center, and providing a diverse and stimulating program. From the speakers to the sponsors and attendees, thank you to everyone who made the Wi-Fi Global Congress a truly significant event for the development of Next Gen Wi-Fi.

Overview

The 2015 Wi-Fi Global Congress attracted 610 registered attendees from 298 companies and 30 different countries. They included: 112 attendees at C-level or EVP level; 111 attendees at SVP, VP or Senior Director level; 206 attendees at Director or Manager level.

Attendee statistics by company type:

These numbers included some significant global leaders, an impressive cast that included, among many others:

Gulzar Azad, Head of Connectivity at Google India • Rick Freeman, General Manager, Intelligent Devices, GE • Sam Liccardo, Mayor of San Jose City Council • Masafumi Masuda, CTO, DOCOMO Pacific • Neville Meijers, Vice President of Small Cells, Qualcomm Technologies Inc. • Prof. H Nwana, Executive Director, Dynamic Spectrum Alliance • Chris Penrose, Senior Vice President IoT Solutions at AT&T Mobility • Dan Rabinovitsj, Chief Operating Officer, Ruckus Wireless • Mike Richmond, Executive Director, Open Interconnect Consortium and Intel Corporation • Eric Schaefer, Senior Vice President and General Manager Communications, Data and Mobility, Comcast • Suraj Shetty, Vice President and General Manager of Mobility Solutions, Cisco • Howard Wright, Vice President, Platform Engineering Group Director, Business Development, Communication and Devices Group, Intel Corporation
This year’s conference program again focused on a number of timely and important themes, an approach summed up in a strong set of keynote presentations on both days. These included: The Wi-Fi Ecosystem 2020; What’s Next for the Connected City?; Unlicensed and Roadmap to 5G; Vision 2020 for the WBA; and Connecting the Unconnected.

Following on from this impressive opening, the parallel sessions following lunch on day one kept up the topical theme, but each offered a slightly different emphasis. Stream one focused on Wireless Convergence. Here, attendees could listen to and respond to presentations on such topics as Wi-Fi Access; The Future of Video; Heterogeneous Networks & 5G; End2End Wi-Fi Quality of Experience; Future of VoWi-Fi and Wi-Fi Calling; LTE/Wi-Fi Aggregation; and Licensed and Unlicensed Spectrum.

Stream two, by contrast, focused on IoT & Smart Cities Innovations, covering subjects such as Innovation in Silicon Valley; Interoperability 2.0; Leveraging the Interoperability for IoT; Connected Vehicles and Spectrum Sharing; the Internet of Moving Things; and Smart Cities Sustainability.

The late morning and afternoon sessions on day two by contrast, focused squarely on business issues, in particular monetization, through topics such as Convergence Business Models for Wi-Fi; Wi-Fi Monetization Case Studies; and Collaboration Opportunities for Wi-Fi Monetization.
Annual industry report and press activities

During the Congress, WBA published its annual industry report, **From 2016 to 5G**, in cooperation with Maravedis-Rethink, a thought leader in emerging wireless technologies.

This launch was covered by a number of important industry titles including Mobile World Live, Telecoms.com, Total Telecom, Telecom TV, RCR Wireless, Fierce Wireless, Digital Journal, Computer Weekly, Wireless Week, M2M Now, EE Times, Wireless Magazine, and Wi-Fi 360. To download the report visit: www.wballiance.com

Other recent WBA-related news that has attracted headlines in the press has included the WBA’s announcement of its partnership with the Dynamic Spectrum Alliance (DSA) and announcements concerning the Wi-Fi Industry Awards. In fact more than 60 articles have been published featuring the WBA since the start of October.

**Connected City Advisory Board – city executives meet in San Jose**

WBA Wi-Fi Global Congress was delighted to host the inaugural meeting of the Connected City Advisory Board on the day before the conference. At this event, executives from cities and countries such as San Jose, San Francisco, New York, Liverpool, Delhi, The Philippines, Dublin, Singapore, Mexico City, Calgary and Barcelona discussed challenges related to the development of connected and smart cities and the steps that must be taken to address those challenges.

The meeting also marked the launch of the WBA white paper City Wi-Fi Status Report. This important report provides an overview of city-wide public Wi-Fi deployments, trends and industry developments, based on an industry-wide survey conducted by WBA. The report covers developments in 44 cities, spanning six different continents, and also contains in-depth interviews with leading CIOs from San Jose, Dublin, Singapore, New York and Barcelona.
Wi-Fi Global Congress events

WBA Vision Forum

Also on the day preceding the conference, 45 leaders from 40 different organizations attended the WBA Vision Forum, a unique global gathering of thought leaders from major wireless and broadband operators, technology innovators, investors, governments and cities. Attendees took part in a thought-provoking and candid dialogue on the opportunities and challenges ahead in three areas, which were summarized under the following headings: Connected Cities, Powering the Vision for Smart Cities; Unlicensed Meets Licensed, Opportunities & Challenges Ahead; and Innovation Imperative in the World of Connected Everything.

The executive group not only discussed the role of licensed and unlicensed wireless technologies (including Wi-Fi), but it also shared and examined ideas on how the ecosystem can cooperate and the role that industry organizations (including WBA) can play to accelerate opportunities and address challenges.

The WBA Accelerator – innovation starts here!

For the second year, the Wi-Fi Global Congress played host to the WBA Accelerator. Sponsored by safety science company UL, and held in partnership with start-up accelerator groups Founders Space and Founders Floor, the WBA Accelerator provided an opportunity for start-up companies to pitch to a panel of highly respected judges and an audience of investors and ecosystem partners.

This year’s winner of the WBA Accelerator award for Best Business Proposition went to MOTI (www.moti.io) for a simple and engaging concept: a personable smart object, based in key insights from behavioral science, social robotics, and the quantified self movement. It’s an object that helps users to form habits – good ones – in a way that is both delightful and rewarding.
Next Gen Wi-Fi live experience

Enjoyed by thousands in Beijing, San Francisco, London, and Barcelona, San Jose was the latest city to collaborate with the world’s leading operators and service providers to showcase the benefits of a citywide integrated carrier Wi-Fi network.

12-15 OCT

WBA and Industry Partners demonstrated cutting edge Wi-Fi services and roaming with seamless and secure access

- 30+ carriers showcase NGH Developments
- Wi-Fi Calling Demo over the WBA Next Gen Wi-Fi Network with North American Operators
- Real time analytics on data consumption and number of sessions
- Location based services

The results:
- 4600 unique devices (approx.)
- 79k sessions
- 260k minutes
- 220k MBs

Devices
- Apple (including tablets) | Broadcom | Google | Intel | Mediatek | Microsoft | Samsung (including tablets)
- All models that support Passpoint™

TheNGH Live Experience

High density venue Stadia, public places etc

+2000 end users (Conference participants, tourists and exhibitors)

+30 Global operators as home service providers WBA members (EAP-SIM and EAP-TTLS)

Interconnect Players / Hubs

Passpoint™ devices (High-end certified devices)

Host operator & infrastructure provider Visited service provider

Services & apps
- NGH / Location based apps
- Live analytics on network usage

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- NGH / Location based apps
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Working with City of San Jose and US based Wi-Fi hotspot providers, for one week only the extensive US public Wi-Fi footprint was open for subscribers from more than 30 operators around the world to automatically roam onto participating Wi-Fi hotspots.
The Wi-Fi Global Congress again played host to the 2015 WBA Industry Awards. This year’s event, celebrating great innovations across the Wi-Fi industry, again saw some worthy winners in a competitive field. They were:

BEST WI-FI SERVICE

- **Best Wi-Fi Network Operator:** Boingo Wireless – Make Carrier Offload a Reality
- **Best High Density Wi-Fi Deployment in a Venue:** KT – KT Wiz Park
- **Best Wi-Fi Deployment in a City or Public Area:** Maxima Telecom & JSC – Moscow Metro Public Wi-Fi (City of Moscow)

BEST WI-FI NETWORK TECHNOLOGY

- **Best Wi-Fi Network Infrastructure:** SK Telecom – Virtualization of Wi-Fi Management Solution by SK Telecom
- **Best Wi-Fi Service Innovation:** Cisco – Cisco Mobility IQ: Unlock the Power of Visual Network Knowledge

BEST WI-FI SERVICE OR MANAGEMENT SOLUTION

- **Best Wi-Fi Management Solution for a Service Provider:** BandwidthX – BxMarket – Unlocking the Market Value in Dark Wi-Fi
- **Best Wi-Fi Service Solution for Consumers or Enterprises:** Cisco – Cisco Hyperlocation for Pinpoint Accuracy

BEST WI-FI DEVICE/APPLICATION

- **Best Wi-Fi Enabled Consumer Electronics Device and/or Service:** Ruckus Wireless – Causing a Ruckus in San Jose and San Francisco with Hotspot 2.0 Release 2
- **Best Wi-Fi Enabled Device and/or Service for Vertical Markets:** Boingo Wireless – Innovating for the Armed Forces: Boingo Broadband and IPTV

BEST NEW VENTURE AWARD

Veniam – Veniam and the Internet of Moving Things

WBA CHAIRMAN AWARD — OPERATOR CATEGORY

AT&T

WBA CHAIRMAN AWARD — TECHNOLOGY PARTNER CATEGORY

Ruckus Wireless

THANK YOU TO THE SPONSORS

2015 Wi-Fi Industry Awards sponsors and partners include:

**World Media Tech**
(Best Wi-Fi Network Operator)

**City of San Jose**
(Best High Density Wi-Fi Deployment in a Venue)

**AT&T**
(Best Wi-Fi Deployment in a City or Public Area)

**International Festival for Business**
(Best Wi-Fi Network Infrastructure)

**Tech Museum**
(Best Wi-Fi Service Innovation)

**Founders Space**
(Best Wi-Fi Management Solution for a Service Provider)

**Neustar**
(Best Wi-Fi Service Solution for Consumers or Enterprises)

**Boingo**
(Best Wi-Fi Enabled Consumer Electronics Device and/or Service)

**Spirent**
(Best Wi-Fi Enabled Device and/or Service for Vertical Markets)

**Cisco**
(Best New Venture Award)
Want to see all the Awards highlights?

View the photos in our online gallery at:

www.wballiance.com/awards
## Sponsor and partner overview

Want to find out more about our sponsors and partners? They’re listed below, or you can go to: [www.wifiglobalcongress.com](http://www.wifiglobalcongress.com)

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“The Wi-Fi Global Congress is very important because it brings together the two sides of the market: mobile operators, and Wi-Fi providers. This, in turn, allows us to provide a better service.”
Steve Shaw, Accuris

“The WBA is taking on a very active and strong position on setting the agenda for the future, and I think that’s exactly what the ecosystem needs right now.”
Dan Rabinovitsj, Ruckus Wireless

“The Wi-Fi Global Congress addresses all of the issues that must be addressed in order to look at the bigger picture in a holistic manner...it has all the right people to discuss these issues, as well as their solutions, and I think the WBA is very important for these reasons.”
Alfonso Jenkins, NYC

“The WBA plays a very important part in Smith Micro’s strategy in the ecosystem, and the Wi-Fi Global Congress is the best place for independent vendors to collaborate with wireless and cable service providers, while at the same time helping to influence policy and quality of service.”
Dave Sperling, Smith Micro

“The WBA and the Wi-Fi Global Congress play a really important role to the ecosystem. I think that we, as an industry, have a lot of issues on our plate, and this event gives us the opportunity to work together and come up with meaningful solutions.”
Kevin Lo, former general manager of Google Fiber

“This event, and the WBA, is extremely important, because it brings us together to discuss the topics that matter most to us. We’re much stronger as an alliance than we are individually, and we’re approaching issues together, as a community.”
Gary Griffiths, iPass

“At this event, we’re able to see the entire ecosystem in one place - from the service providers, all the way through to the end users. It’s a great spot, and you’re simply not going to see a collective audience like this in any other venue.”
Christopher Croupe, Alcatel-Lucent

Thanks again for attending. We look forward to welcoming you back next year.
For more information visit: www.wifiglobalcongress.com
The Ecosystem’s Most Targeted Audience, Live and Digital

Join us in Liverpool 27-30 Jun, 2016

For more information visit:
www.wifiglobalcongress.com

For more information, or to discuss speaker or sponsorship opportunities, please contact WBA Events Team at events@wballiance.com

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