Wireless Global Congress
Wireless Broadband Alliance

Network X by informa

WGC EMEA

OCT 12 – OCT 15

Wi-Fi Innovation: Connecting Our Digital World

VIENNA CONGRESS AND CONVENTION CENTER (VIECON)

#WGCEMEA | #wifirevolution | #lovewifi



Wireless
Global Congress
EMEA



Tiago Rodrigues

CEO, Wireless Broadband Alliance

CEO Introduction

Wireless Global Congress
Wireless Broadband Alliance

WGC EMEA Sponsors

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Wireless Global Congress EMEA

WI-FI TECHNOLOGY INNOVATION IN ACTION REAL LIFE CASE STUDIES ACROSS THE WI-FI TECHNOLOGY STACK



Wireless
Global Congress
Wireless Broadband Alliance

Time	Presentation
9:10 AM	**CEO Introduction** Tiago Rodrigues – President & CEO, Wireless Broadband Alliance
9:20 AM	**Disrupting Markets Through Broadband Innovation** Danny Theseira – Senior Advisor, Broadband Business, Globe Telecom
9:35 AM	**From Measurement to Experience: The New State of Network Metrics and Design** Luke Kehoe – Lead Industry Analyst, Ookla
9:50 AM	**Providing the Best WLAN Experience for the Digital World** Dr. Crane H. YANG – Secretary-General, World WLAN Application Alliance (WAA)
10:10 AM	**Introduction to the Panel** Dr. Derek Peterson – Industry Expert (Moderator)
10:10 AM	**PANEL: Enterprise Connectivity Forum - The Dawn of Converged Wireless & OpenRoaming Massification** Dr. Derek Peterson – Industry Expert (Moderator) Mittal Parekh – Senior Director, Product and Solutions Marketing, HPE Payman Samadi – CEO, eino.ai Bart Brinckman – Distinguished Engineer - Wireless, Cisco
10:55 AM	**NETWORKING COFFEE BREAK**

Wireless
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Danny Theseira

Chief Advisor, Broadband Business, Globe Telecom

Disrupting Markets Through Broadband Innovation

Globe AT HOME

DISRUPTING MARKETS THROUGH BROADBAND INNOVATION

How Globe At Home is building a more inclusive, intelligent and sustainable broadband model for every Filipino

Danny Theseira | Chief Adviser, Broadband Business

Vienna, Austria | October 2026



PHILIPPINES

7,600+ ISLANDS.
THOUSANDS OF REALITIES.

Across geography, language and climate,
connectivity must adapt to every Filipino home.



7,107	180+	7+	115M+	27M+	33%+	Facebook-first
ISLANDS	DISTINCT LANGUAGES	RELIGIONS	POPULATION	HOUSEHOLDS	FIXED BROADBAND PENETRATION	COUNTRY IN THE WORLD

COMPLEXITY IS THE REALITY. ADAPTABILITY IS THE ADVANTAGE.

Source: Globe Telecom. Primary data adapted from PSA, NAMRIA, DICT, and We Are Social

We are Globe

MOBILE

#1

MOBILE SUBSCRIBER MARKET SHARE

67Mn
MOBILE SUBSCRIBERS 1

BROADBAND

2.4M

HOME BROADBAND SUBSCRIBERS

B2B

97K

BUSINESS SERVED

DIGITAL

11M

GLOBEONE APP REGISTERED USERS

6,843 Employee headcount

316,000 Retailers, distributors, and business partners

Common shares are listed in the Philippine Stock Exchange **with market cap of USD 4.5 Billion**[1]

Principal shareholders

Singtel

ASIACOM PHILIPPINES, INC.

Ayala

Member of **Bridge Alliance**
A global collective of 20 mobile operators representing 2 Billion customers worldwide (Asia PAcific, Europe & Middle East)

bridge alliance

Affiliated with Telco alliances & trade groups

GSMA

WORLD BROADBAND ASSOCIATION

Wireless Broadband Alliance

Source: Company information, data.ai, Frost & Sullivan industry report
Note: Data as of 1H 2026. 1. PSE Stock Data, BSP Exchange Rate, 2 Bridge Alliance

Globe possesses a unique ecosystem advantage

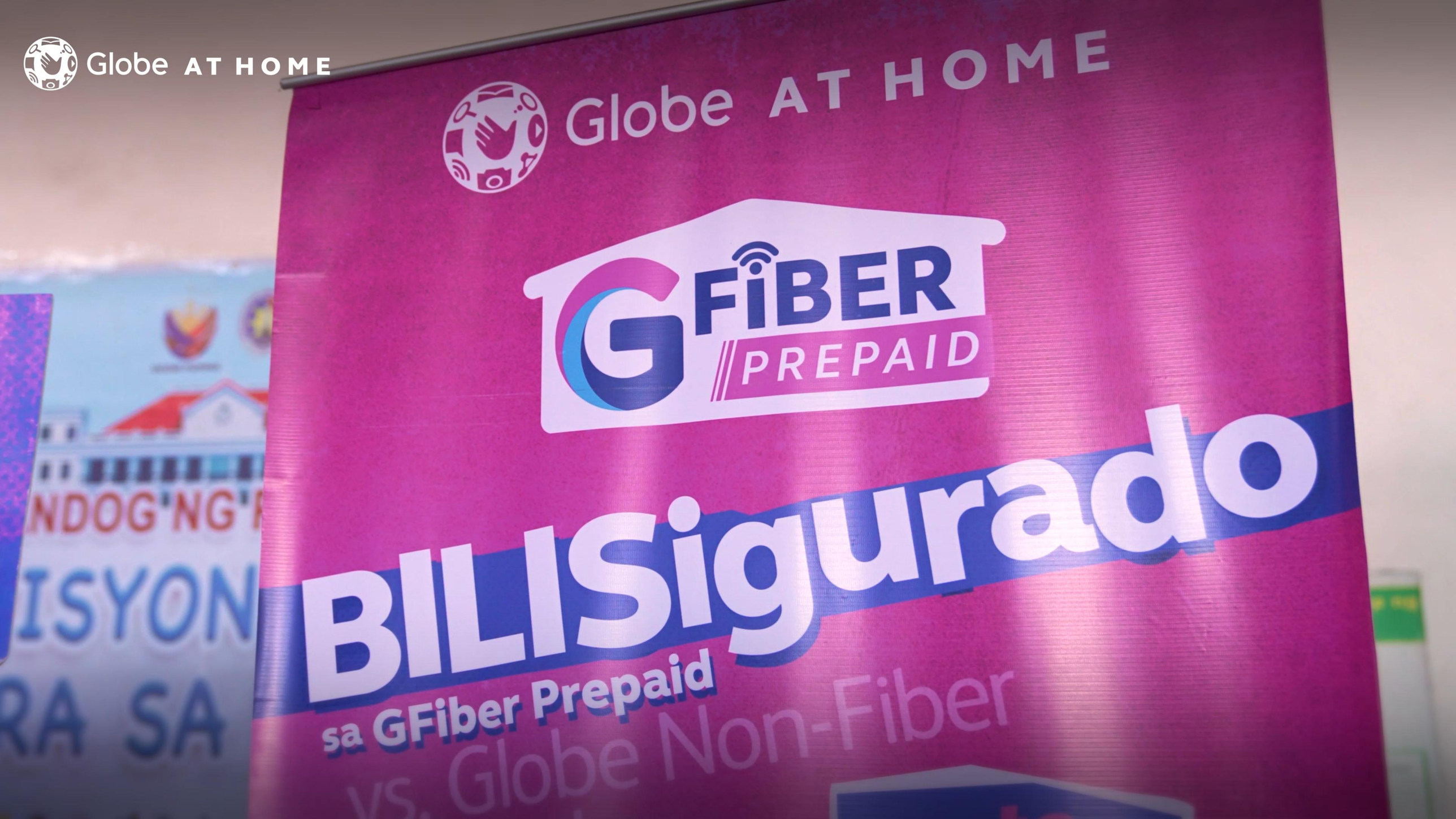
MORE EXPERIENCES
Beyond connectivity - elevating digital lifestyles, gaming & entertainment

MORE WORLDS
Beyond telecom - unlocking opportunities in finance, health and property

MORE CUSTOMER NEEDS
Beyond basic data - delivering end-to-end solutions for everyday life.



Source: Broadband Business, Globe Telecom


Globe AT HOME
Globe AT HOME
GFIBER
PREPAID
BILISigurado
sa GFiber Prepaid
vs. Globe Non-Fiber

Globe AT HOME

One Plan. Everything for Your Home.

The 999 prepaid fiber delivers seamless connections every family member will love

₱999

STARTING AT ₱999/MONTH



FLEXIBLE PAYMENT
(Buy Now, Pay Later via GGives and GCredit)

NO DOCUMENTS REQUIRED
(Eliminated Proof of Financial Capacity)

PAY-PER-USE UNLI FIBER
(Reloadable Prepaid Fiber with No Lock-Up)

FULLY DIGITAL EXPERIENCE
(End-to-End Buy Flow, 5 Steps to Apply)

24-HOUR INSTALLATION
(Fastest Was Done in 3–4 Hours)

SUSTAINABLE
(Recyclable Modem Packaging)


Globe AT HOME
5:59 AM
Video is AI Generated

Globe

NEW

5G WiFi

Internet that moves with you. At home and on-the-go.

One network. Home + Mobile. One data life.



AT HOME

Stream. Connect. Game. Learn.

POWERED BY 5G ENERGY



AT A CAFE

Work. Browse. Stay connected.





ON THE GO

Take your internet wherever you go.

COMES WITH ₱999 FOR 30 DAYS UNLI

- No lock-in
- Self-install, in minutes
- No techaician, no waiting
- Works where fiber can't

One connection. Endless possibilities.

- High Speed Wifi
- True Portability
- First in the World Loop
- Easy Set-up
- Device Guarantee

Terms and conditions apply.
DTI Fair Trade Permit No. FTEB-244729 Series of 2025.

Globe AT HOME

5G WIFI

Art Meets Connection

Choose your art. Power Up your home

LOVE IT OR GET YOUR MONEY BACK

COMES WITH ₱999 FOR 30 DAYS UNLI



"Synergy of Connection"
Jomike Tejido
Contemporary Artist

Go Forward Together

TWO MILLION HOMES LATER,
BROADBAND IS BOUGHT DIFFERENTLY.

Flexible access reaches customers wherever they live, shop and connect.



FROM DIGITAL CHANNELS TO LOCAL COMMUNITIES

Broadband became easier to discover, buy and activate.

GFIBER PLAN

POSTPAID FIBER

PERFORMANCE

GFIBER PREPAID

PREPAID FIBER

FLEXIBILITY

NEW 5G WIFI

5G FWA

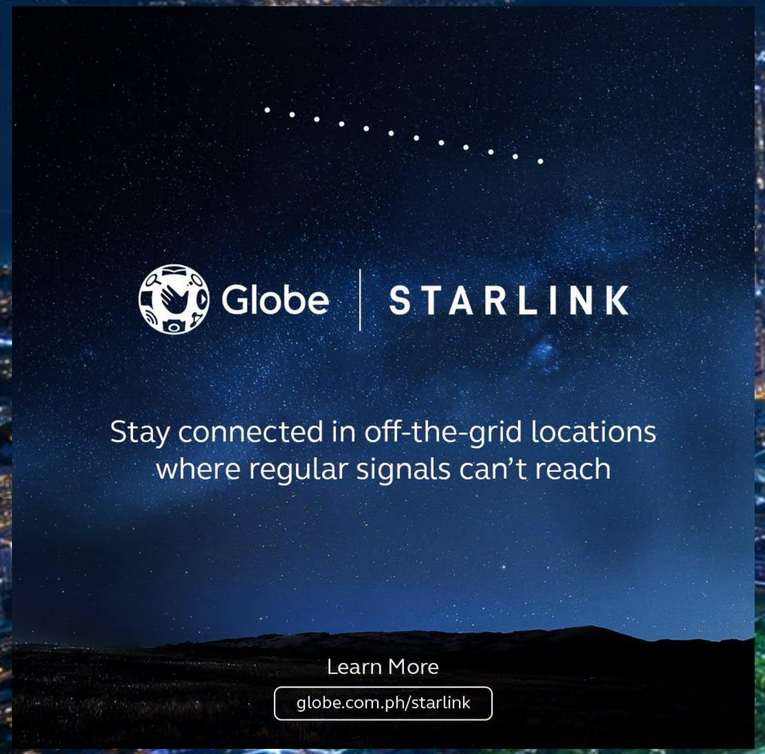
SERVICEABILITY

RIGHT HOME × RIGHT OFFER × RIGHT TECHNOLOGY

Source: Broadband Business, Globe Telecom

MULTI-POWERED REACH

How Globe leverage strategic innovations and community solutions to bring reliable internet to hard-to-reach areas







STARLINK

Globe is partnering with Starlink to connect mobile devices directly to satellites, eliminating dead zones

BAYANIHAN SIMs

Globe x DICT collaboration to establish cellular towers & satellite broadband in Geographically Isolated and Disadvantaged Areas (GIDA) sites nationwide

AFFORDABLE INTERNET SOLUTION WITH NOKIA

Sachet pricing makes internet access far more affordable for lower-income consumers in socio-economic classes D and E

Source: Broadband Business, Globe Telecom
Note: DICT = Department of Information and Communications Technology of the Philippines

Globe AT HOME

ONE OUTCOMES PLATFORM

AI guiding every frontline decision.

CARE AGENT

AI suggests the best response.



- Next Best Reply
- Customer History
- Issue Summary
- Sentiment Insight
- Resolution Step

UNDERSTANDS · PREDICTS · RECOMMENDS

AI

ONE OUTCOMES PLATFORM

LEARNS · IMPROVES · DELIVERS

SALES AGENT

AI recommends the right offer.

- Next Best Offer
- Best Plan / Product
- Up-selling Score
- Best Sales Script
- Customer Affinity



FIELD OPERATIONS

AI ensures the right action in the field.



- Next Best Action
- Right Visit / Location
- Priority Score
- Parts / Tools Needed
- ETA & Routing

ONE CUSTOMER PROFILE

- Intent
- Service History
- Household Profile
- Behavior & Interactions
- AI Recommendation

MARKETING & DIGITAL

AI delivers the right message.

- Next Best Campaign
- Personalized Content
- Right Channel
- Engagement Score
- Churn Risk Indicator





One intelligent system. Every connected touchpoint.

RIGHT PRODUCT	RIGHT OFFER	RIGHT TIME	RIGHT CHANNEL	RIGHT EXPERIENCE
What they need	Best value for them	When they need it	Where they prefer	Personal and effortless



HAPPIER CUSTOMER

AI EMPOWERS OUR PEOPLE. BETTER DECISIONS. FASTER RESOLUTIONS. HAPPIER CUSTOMERS.

Orchestrator Offer

Check the address and mobile number to see special offers.

1 Address — 2 Property — 3 Map — 4 Mobile

Address

* Fields are mandatory.

Province

Select province

City

Select province first

Barangay

Select city first

Zip code

By completing and submitting this form, I allow GLOBE to collect and process the personal data I will provide in accordance with the Privacy Policy of Globe.

☐ I understand and agree with the Privacy Notice

Globe AT HOME

EVERY FILIPINO HOME IS DIFFERENT.

EVERY HOME DESERVES THE RIGHT CONNECTION.

Better connections. Better lives. Better future.



CONNECT WITH DANNY THESEIRA ON LINKEDIN

Vielen Dank!

Uplifting the Lives of Every Filipino



Wireless Global Congress EMEA



Luke Kehoe

Lead Industry Analyst, Ookla

From Measurement to Experience: The New State of Network Metrics and Design

From Measurement to Experience
The New State of Network Metrics and Design

What Speedtest data shows about Wi-Fi experience in Europe's homes,
and what design can change

Luke Kehoe, Lead Analyst, Ookla

Wireless Global Congress EMEA, Vienna, 15 October 2026

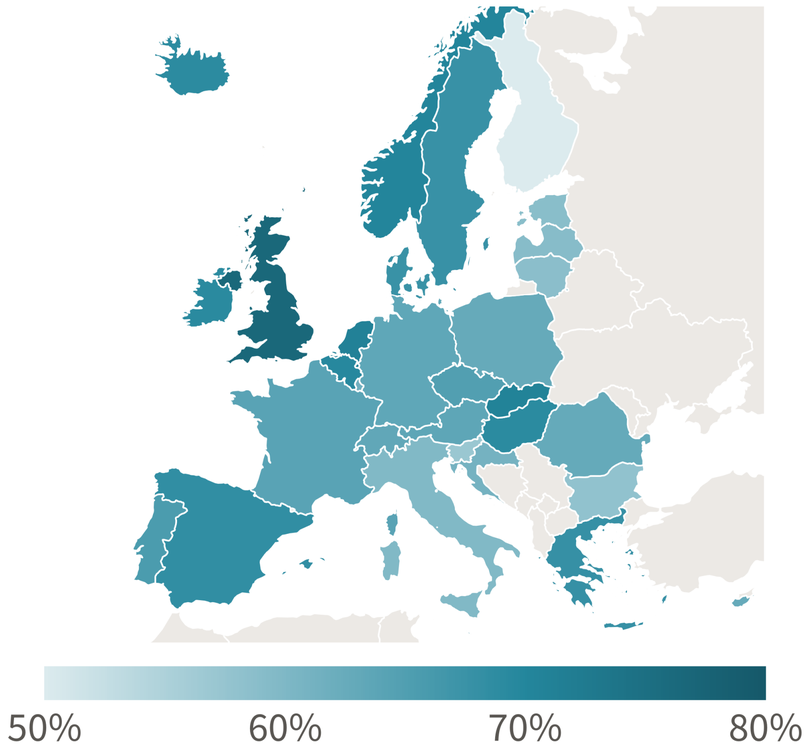
Speedtest® data

Phones spend about two thirds of their connected time on Wi-Fi

Share of phones' connected time on Wi-Fi by country, eight days in Q3 2026, against mobile data prices

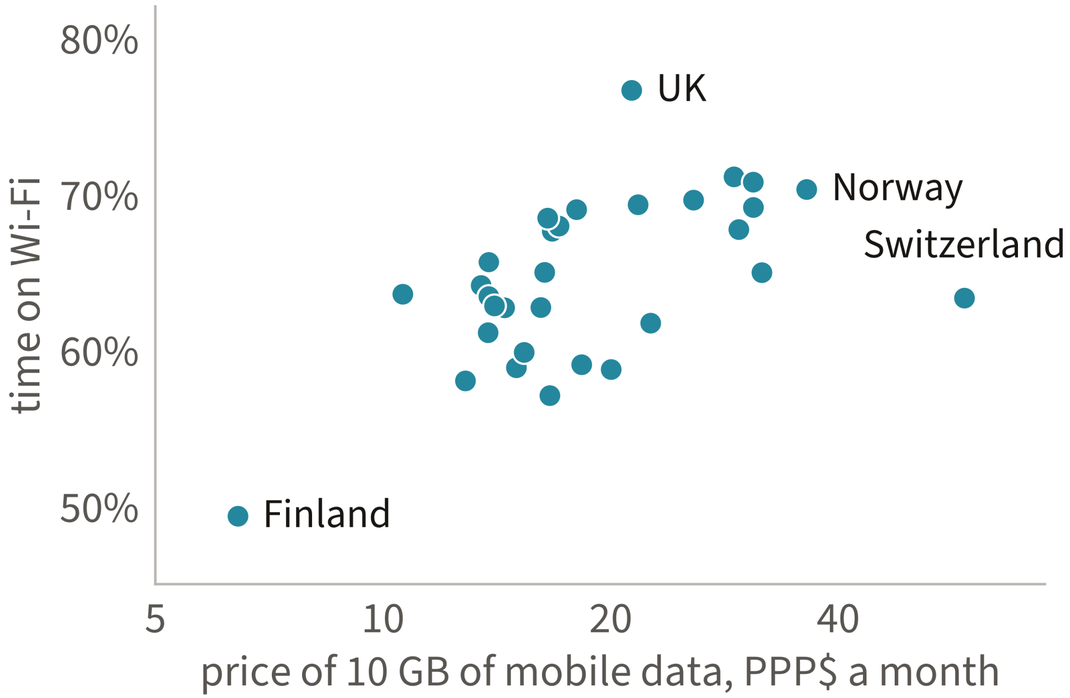
By country

Europe 65%, highest the UK at 77%, lowest Finland at 49%



Cheaper mobile data, less time on Wi-Fi

Each dot one of 31 European countries



Sources: Speedtest® background signal data, Ookla, and ITU ICT Price Baskets 2025. Android, each phone weighted equally.

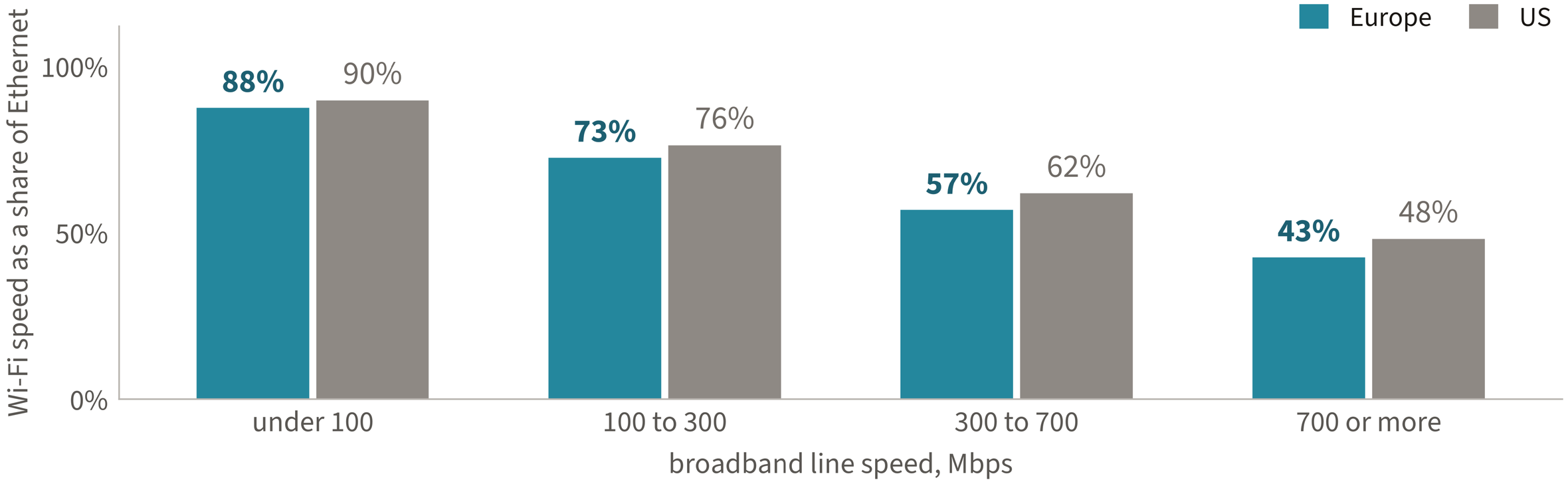
OOKLA

On faster broadband lines, Wi-Fi delivers a smaller share of the speed

Each Windows or Mac computer compared with itself, on Ethernet and on Wi-Fi, same line, Q3 2026

Wi-Fi speed as a share of Ethernet speed on the same computer

Median computer, by broadband line speed



Source: Speedtest Intelligence®, Ookla. Windows and macOS apps, Q3 2026. Line speed: the faster of Ethernet and Wi-Fi, from separate tests.

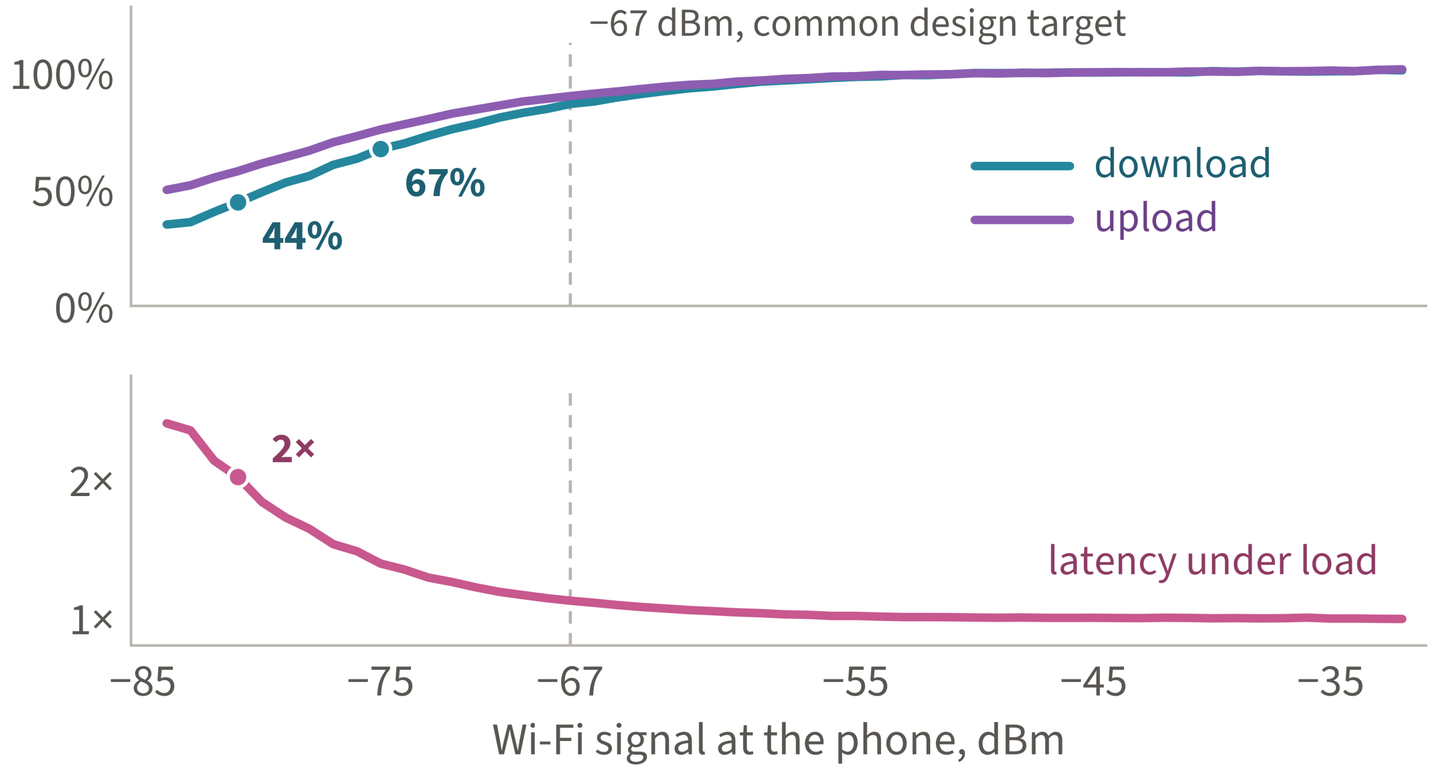
OOKLA®

Wi-Fi speed falls away once signal drops below about −67 dBm

Each phone compared with itself on the same router, 5 GHz, Europe, Q3 2026

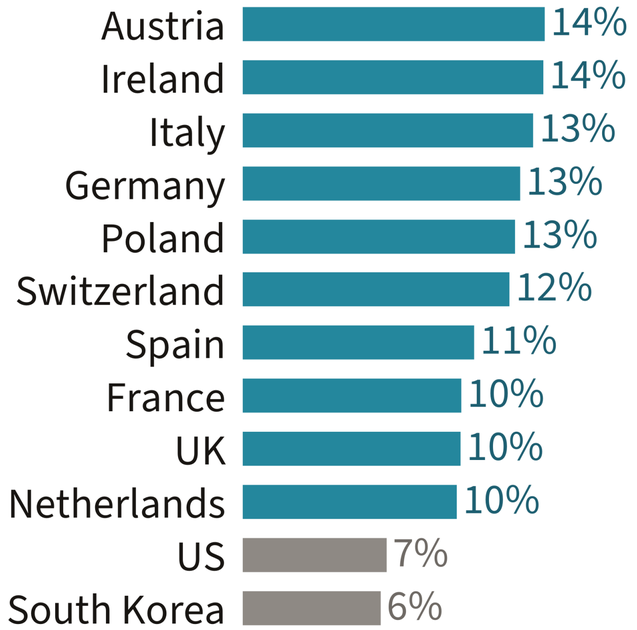
As signal weakens, speed falls and delay rises

Compared with the same phone at strong signal, 5 GHz



Tests below −67 dBm

Share of phones' Wi-Fi tests



Source: Speedtest Intelligence®, Ookla. Android, Europe, Q3 2026. Against −50 to −40 dBm. −67 dBm: Ekahau and Cisco design guidance.

OOKLA®

Gateway placement changes how much of a home gets good Wi-Fi

An illustrative flat: modelled signal, converted to expected speed with the curve on the previous slide



Illustrative model: signal from distance and 13 dB per inner wall. Expected speed from the Speedtest Intelligence® signal-to-speed curve, Europe, Q3 2026.

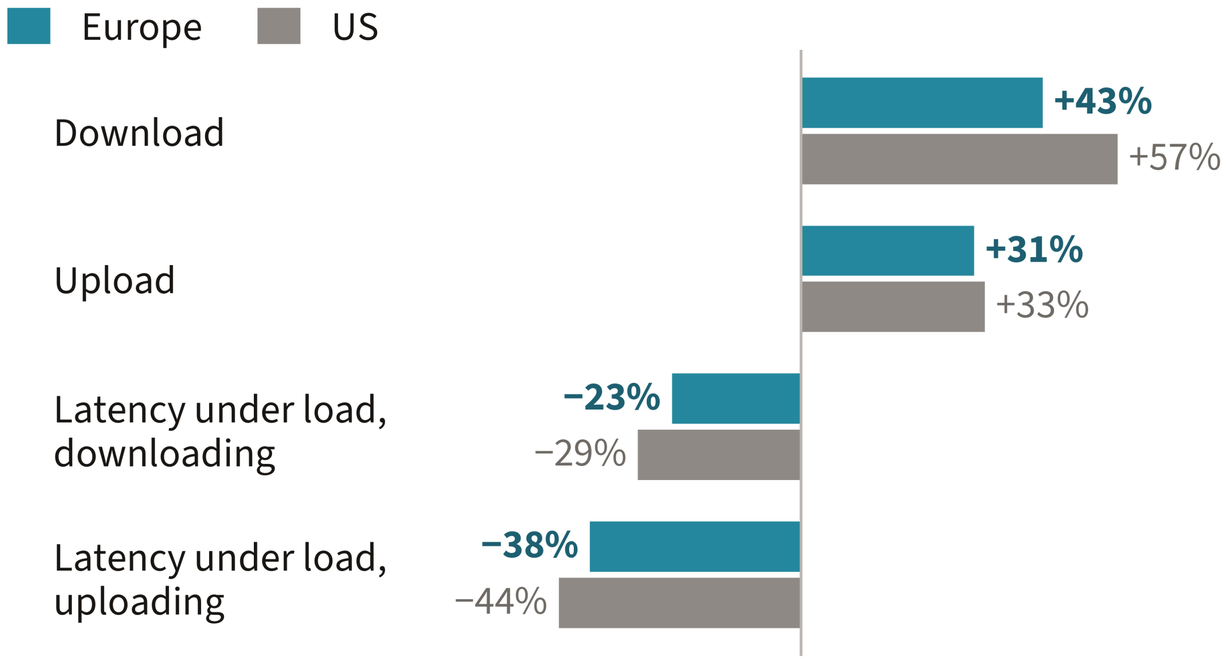
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On the same phone, 6 GHz is faster and more responsive than 5 GHz

Each phone compared with itself on its home network, signal −65 dBm or better, Q3 2026

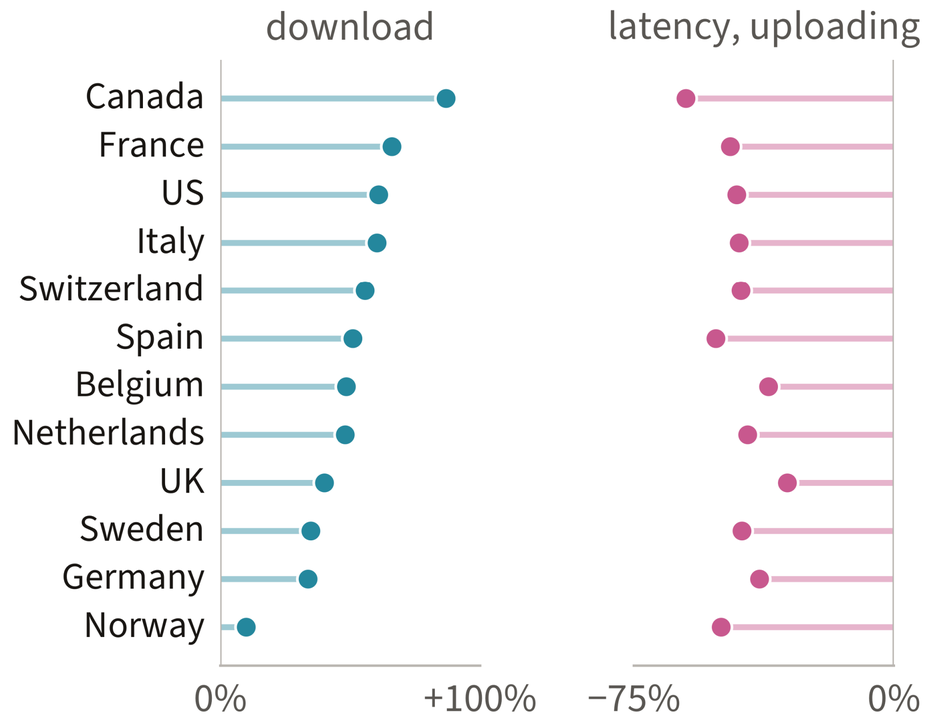
6 GHz against 5 GHz

Same phone, same home network, good signal



The same in every country tested

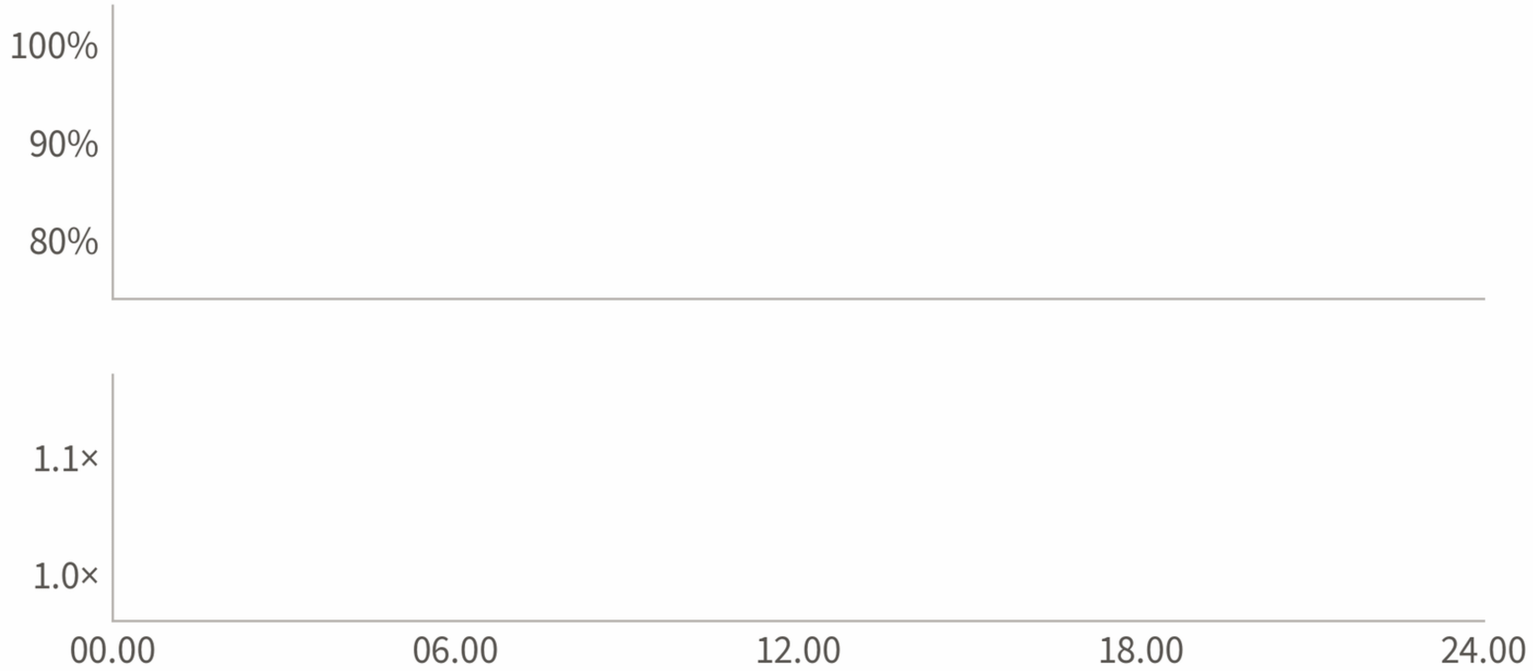
6 GHz against 5 GHz



Source: Speedtest Intelligence®, Ookla. Android, Q3 2026. Pairs of bands on one network name and ISP for each phone. Geometric means.

In the evening, 2.4 GHz slows by about 20% and 6 GHz by about 4%

Each phone compared with itself on the same router, by hour of the day, Europe, Q3 2026



Source: Speedtest Intelligence®, Ookla. Android, Europe, Q3 2026, local time. Same phone and access point, −70 dBm or better, against 03.00 to 07.00.

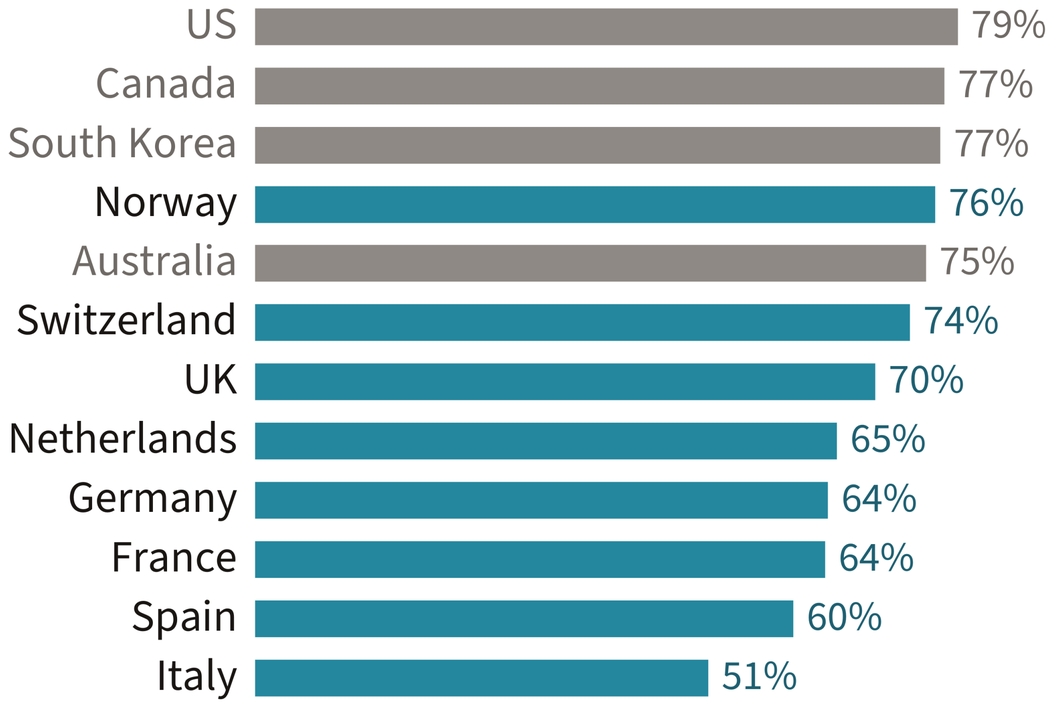
OOKLA

Most phones in Europe support 6 GHz, but few connect on it

Share of phones on Wi-Fi that support 6 GHz, and the share of their Wi-Fi tests on 6 GHz, Q3 2026

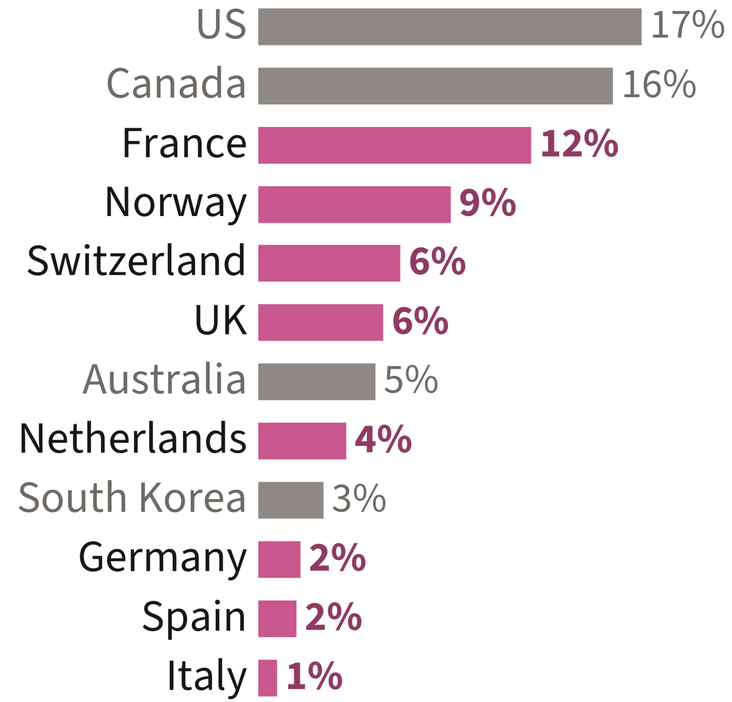
Phones that support 6 GHz

Share of phones on Wi-Fi



How often those phones use it

Share of their Wi-Fi tests on 6 GHz



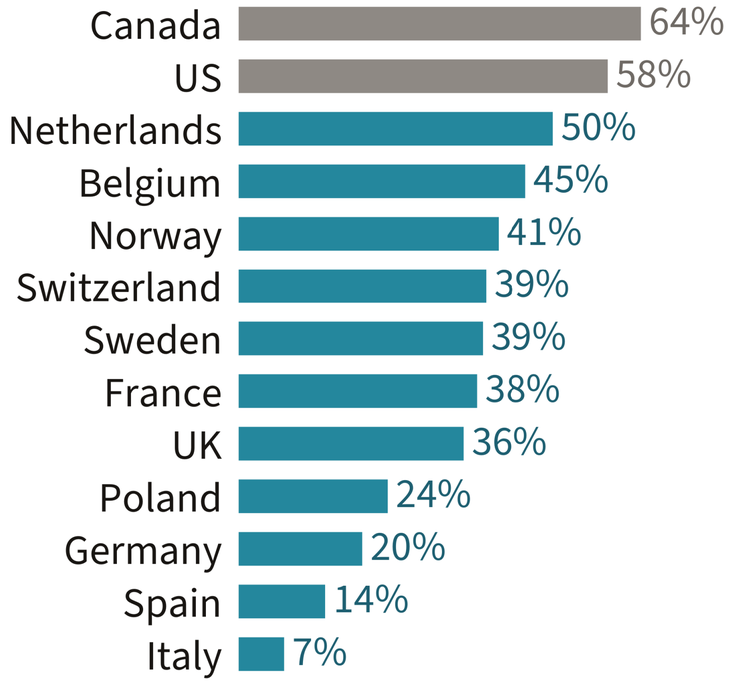
Source: Speedtest Intelligence®, Ookla. Android Wi-Fi, Q3 2026. Wi-Fi 6 GHz: EU 480 MHz, UK 500 MHz, US, Canada, South Korea 1,200 MHz.

Many Wi-Fi 7 routers in Europe do not use 6 GHz

Wi-Fi 7 connections (phone and router both Wi-Fi 7) that run on 6 GHz, by country and provider, Q3 2026

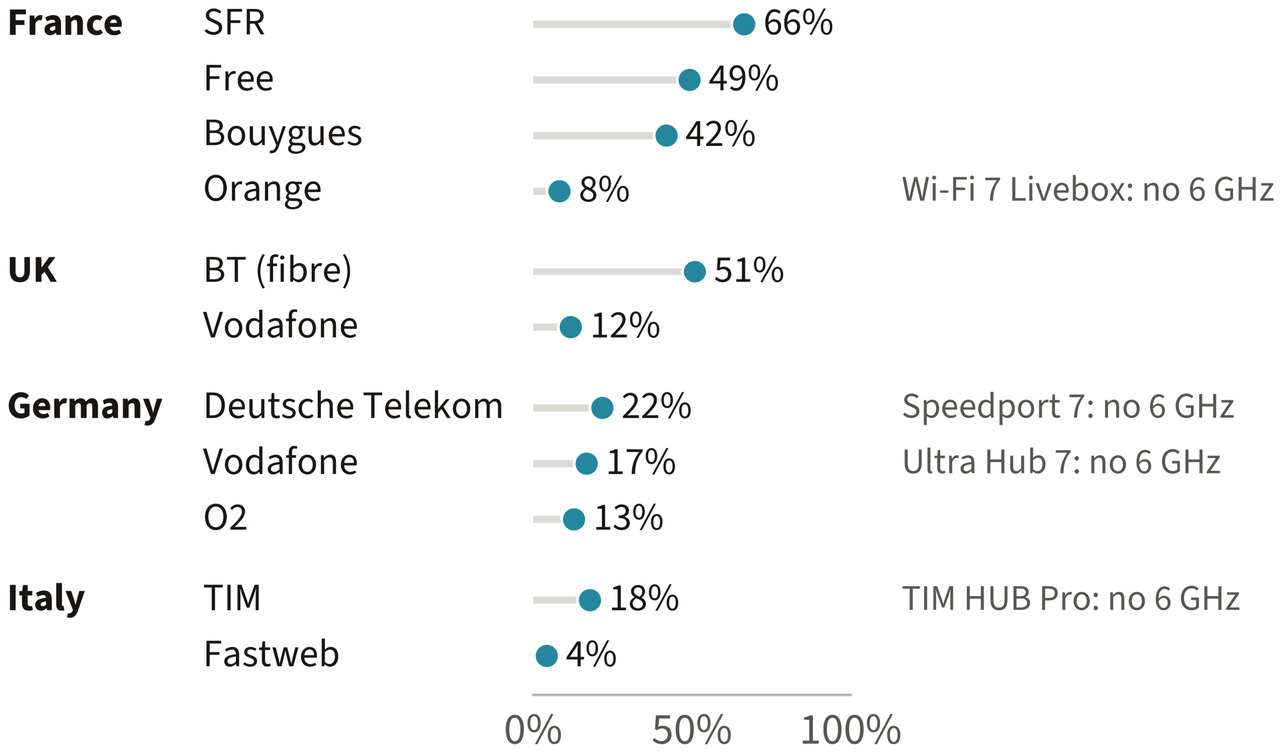
Wi-Fi 7 connections on 6 GHz

Share of each country's Wi-Fi 7 tests



By broadband provider

Wi-Fi 7 connections on 6 GHz

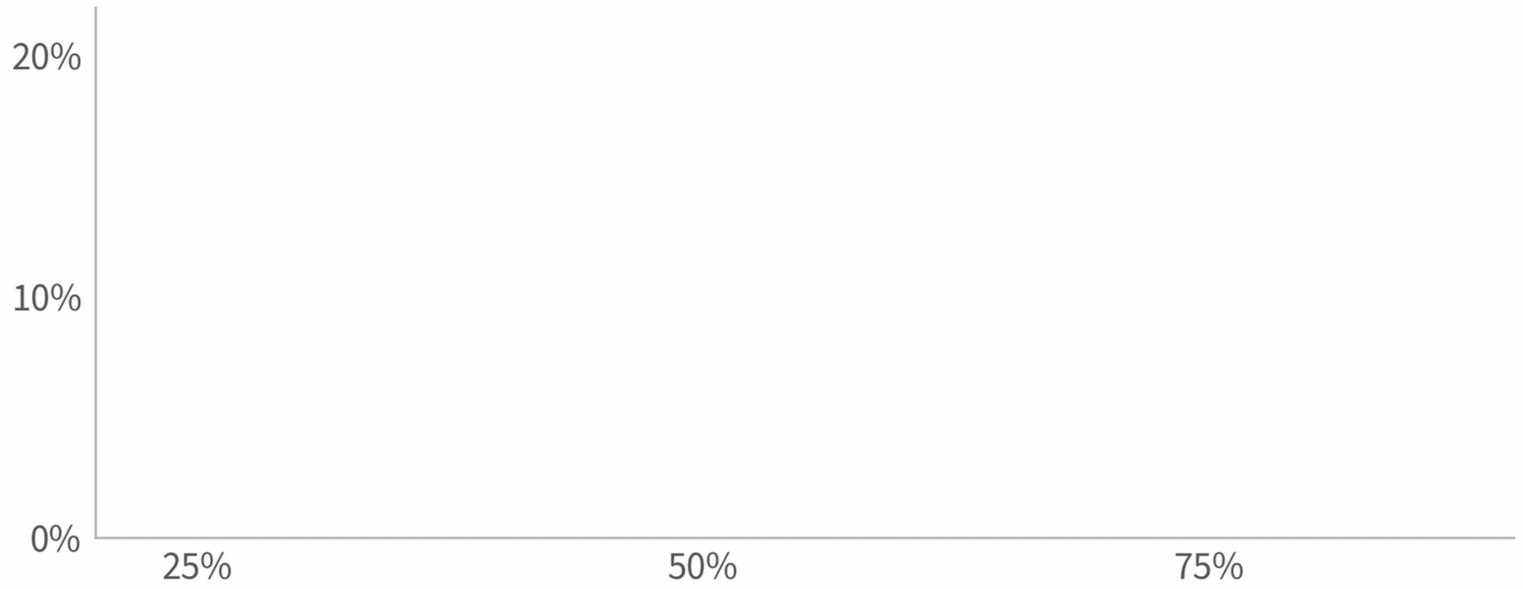


Source: Speedtest Intelligence®, Ookla. Android, Q3 2026. Gateway details from operator releases and trade press, see Sources.

OOKLA

Phone support for 6 GHz keeps rising, use in Europe barely moves

Phones that support 6 GHz against the share of their Wi-Fi tests on 6 GHz, May 2024 to September 2026



Source: Speedtest Intelligence®, Ookla. Android Wi-Fi, three-month average. Each phone weighted equally.

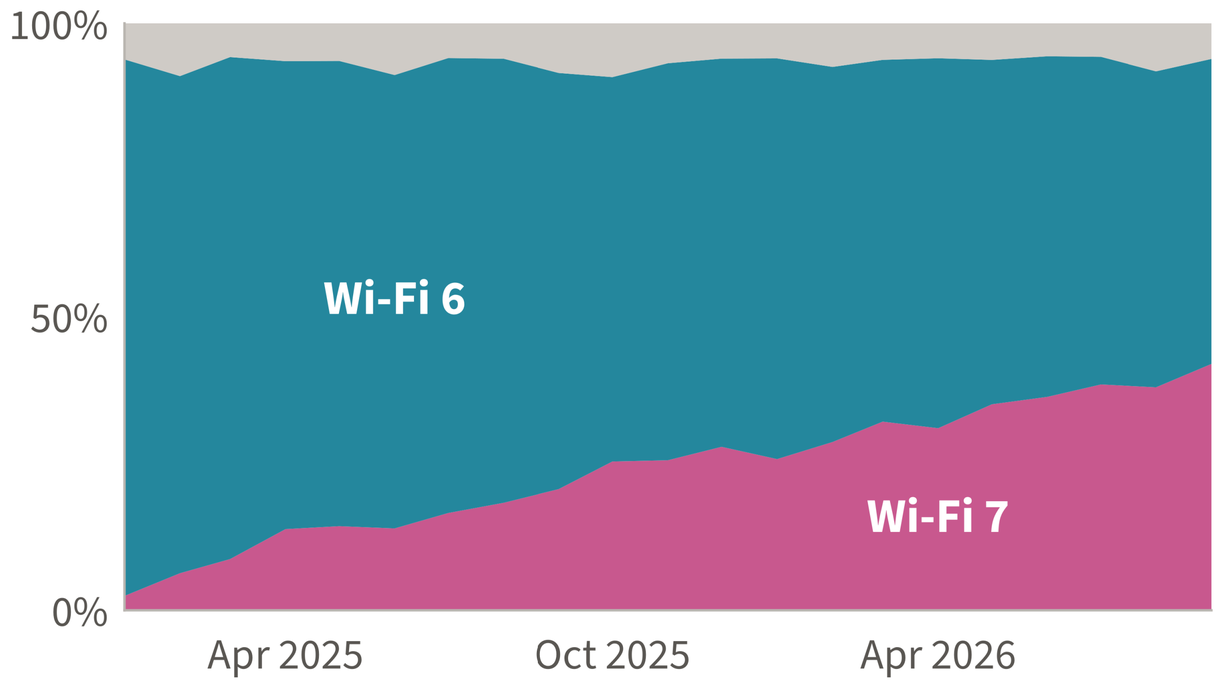
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Professional Wi-Fi designs are switching to Wi-Fi 7 fast

Access points in new Ekahau designs, and Wi-Fi 7 in networks measured on site, to September 2026

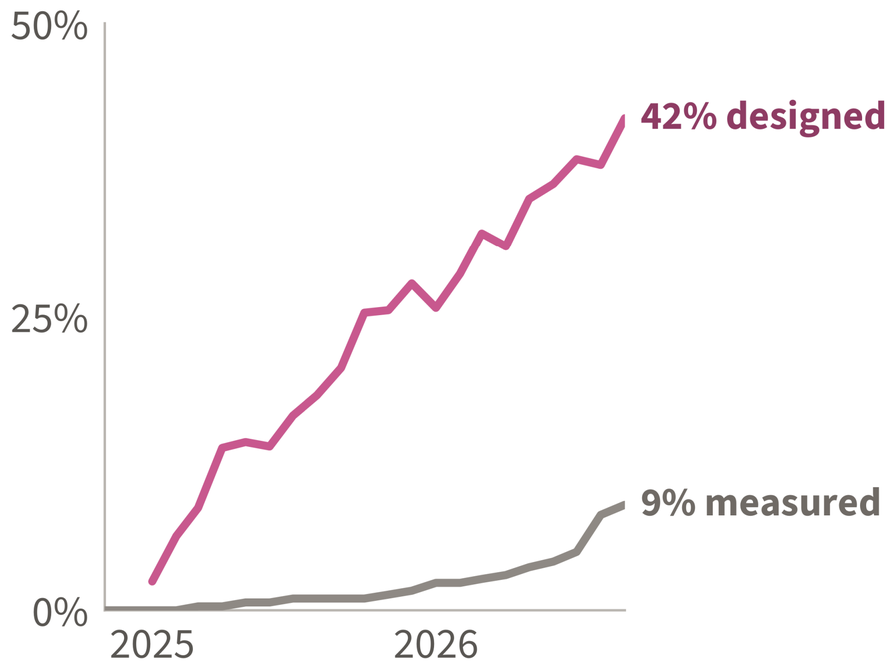
Access points in new professional designs

Share by Wi-Fi generation, month of design. Grey: Wi-Fi 5 and older



Wi-Fi 7 share of access points

Designed, and measured on site (3-month average)



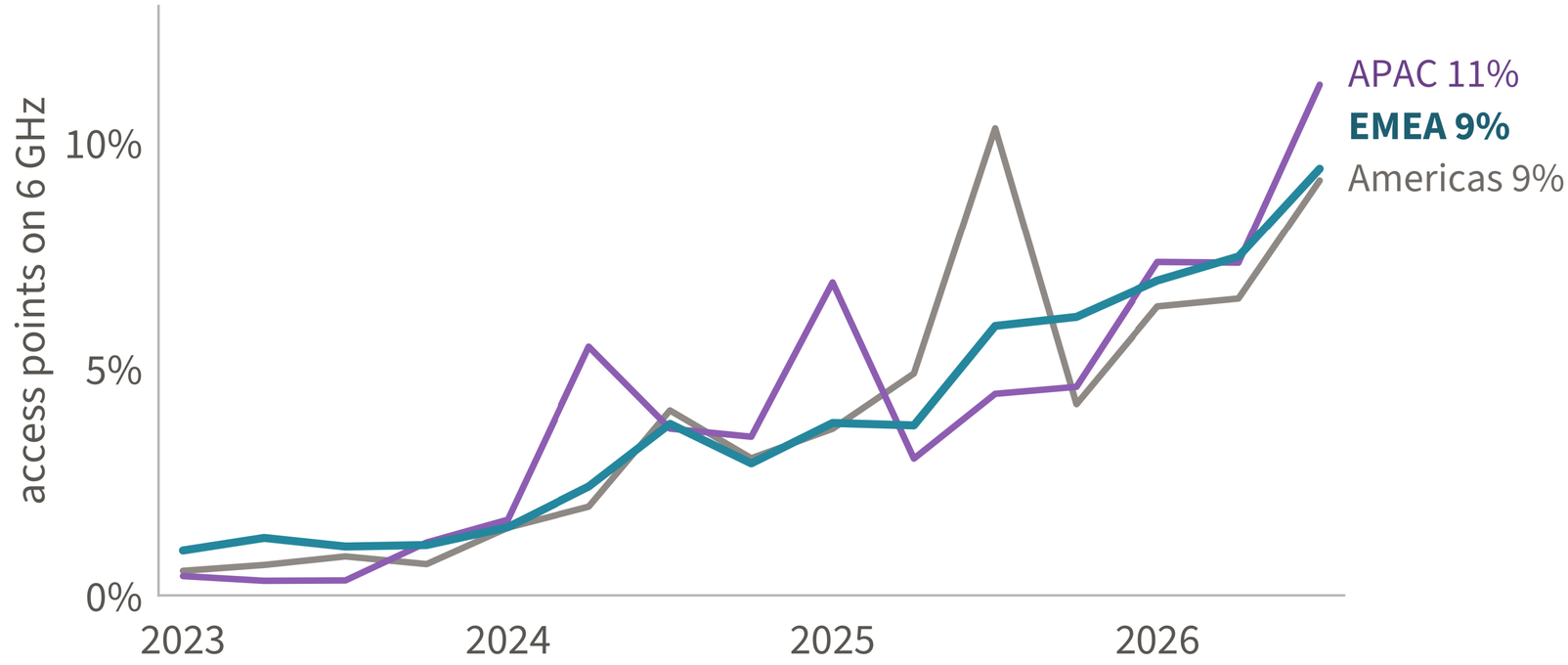
Source: Ekahau, Ookla. AI Pro cloud design projects created each month, and Sidekick site surveys of each network's own access points.

In offices and venues, Europe is level on 6 GHz. In homes it is not

Access points on 6 GHz in Ekahau site surveys, by region, against phone Wi-Fi tests on 6 GHz at home

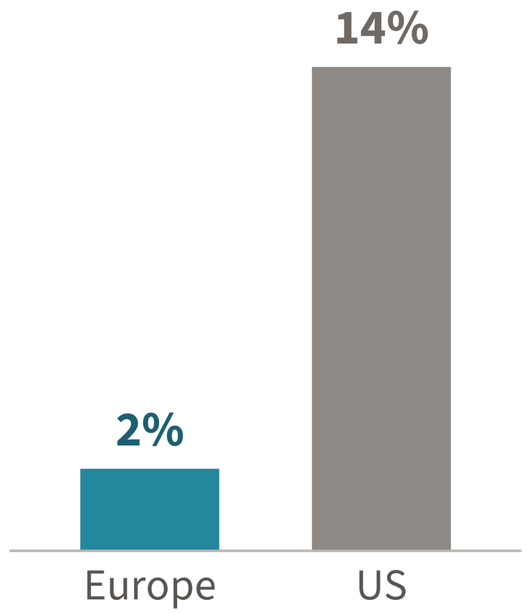
Offices and venues: 6 GHz in surveyed networks

Quarterly average, by region



Homes: Wi-Fi tests on 6 GHz

Phones, Speedtest, Q3 2026



Sources: Ekahau and Speedtest Intelligence®, Ookla. Survey shares are a lower bound, as older Sidekicks cannot see 6 GHz.

Home Wi-Fi now limits what fast broadband lines deliver

Signal, band and router placement each change measured speed

Offices are moving to 6 GHz and Wi-Fi 7, home gateways lag

Luke Kehoe, Lead Analyst, Ookla
luke.kehoe@ookla.com

Wireless Global Congress EMEA



Dr. Crane H. YANG

Secretary-General, World WLAN Application Alliance (WAA)

Providing the Best WLAN Experience for the Digital World

World WLAN Application Alliance
世界无线局域网应用发展联盟

Providing the Best WLAN Experience for the Digital World



Presenter: Crane H Yang, Secretary-General, WAA

15th October, 2026, Vienna

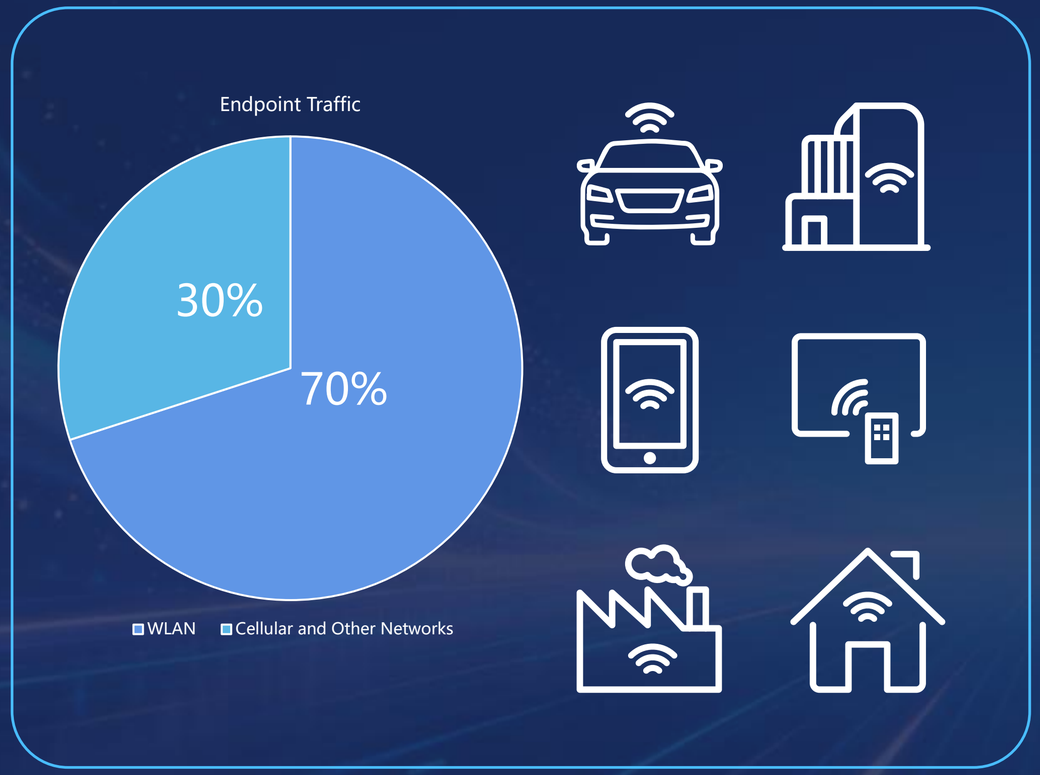
WLAN: The Cornerstone of the Digital World

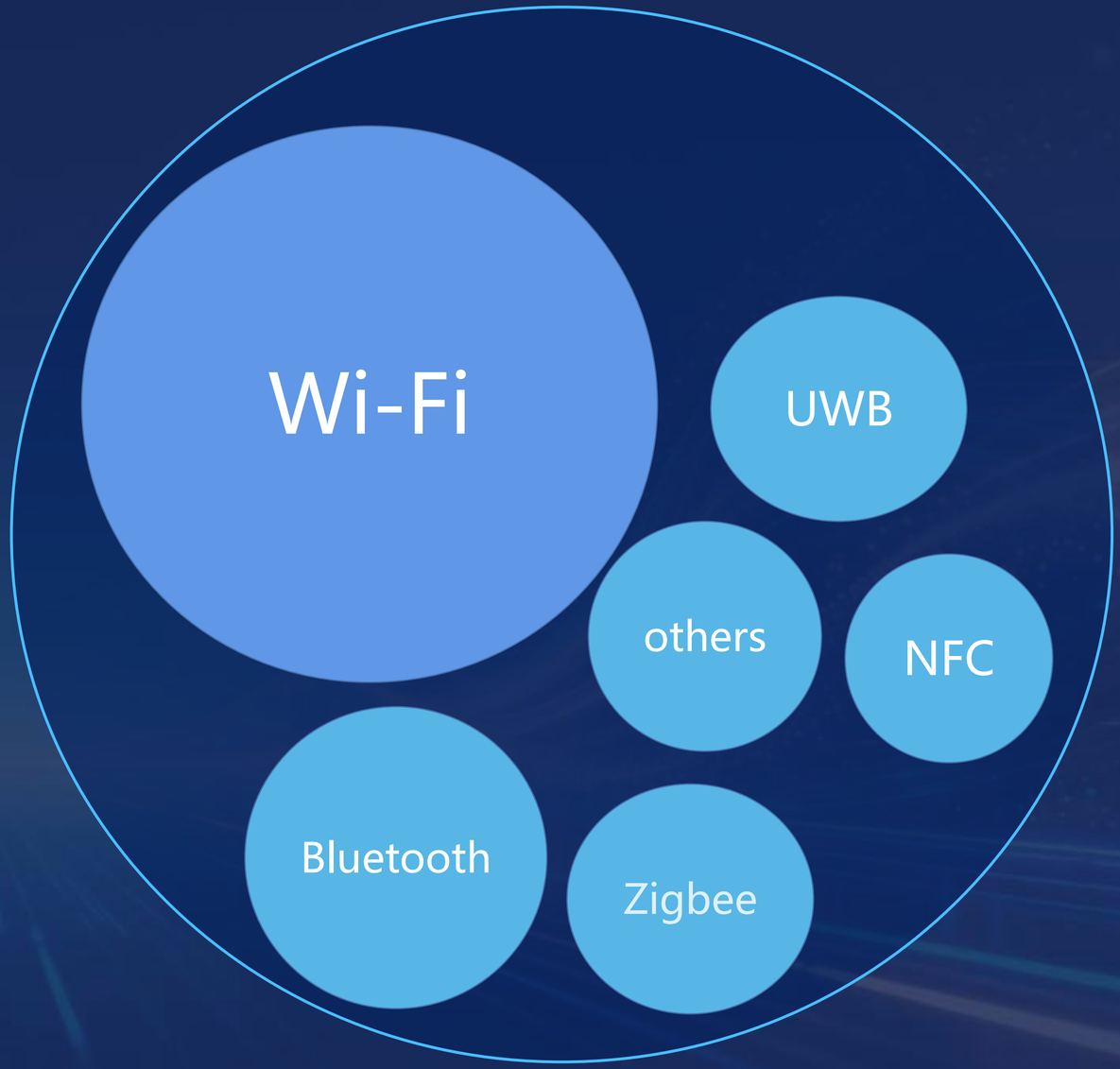
World WLAN Application Alliance
世界无线局域网应用发展联盟

WLAN carries **70%** of Endpoint Traffic with

10 Billion Households

600 Million+ Public WiFi Hotspots





User Experience: A Core WLAN Challenge



Limited Coverage

- Physical Space Constraints
- Weak Signal Penetration

High Security Risks

- Vulnerability to Intrusion
- Privacy Breaches

Insufficient Speed and Bandwidth

- Insufficient Bandwidth for Multiple Users

Unstable Network Performance

- Signal Interference
- Device Connection Interruptions

Poor Interactive Experience

- Latency Jitter

Poor Seamless Switching

- Roaming Interruptions
- Handover Delays

WLAN Service and User Experience Challenges

Global issues for broadband Operators

User Experience Challenges

📶 Coverage & Signal Quality

Limited penetration through walls
Dead zones in large spaces
Signal degradation under load

⚡ Speed & Bandwidth Gaps

Multi-device congestion,
Insufficient throughput for 4K/8K video and industrial IoT demands

🔄 Roaming & Handover Failures

Dropped sessions when moving between Aps High latency spikes
Poor real-time application experience

Cost Challenges for Broadband Operators：The "Invisible" Operational Cost

Broadband Operators are held accountable for an environment they can’ t fully see or control: User Experience

68% of households reported WLAN problems,
with **20%** of costly truck rolls failing to resolve the issue on the first visit.

Source : Ookla Report Tech See 2025
https://www.ookla.com/articles/solving-connectivity-problems-speedtest-pulse

Vision: Providing the Best WLAN Experience for the Digital World

World WLAN Application Alliance
世界无线局域网应用发展联盟

Non-Profit NGO | **Registered in China Y2022** | **Formed by Global WLAN Stakeholders**

100+ Members from 16 Countries & Regions

Chip Vendors

Qualcomm, MediaTek, NXP, Hisilicon, Realtek, etc.

Equipment Vendors

Huawei, H3C, Ruijie, etc.

Terminal Vendors

Huawei Devices, Haier, Midea, etc.

Instrument Vendors

Spirent, Changeself Tech, HBTE Tech, Zhoncent Tech, etc.

Testing & Certification

TÜV Rheinland, TÜV SUD, Eurofinsns, SGS, etc.

Operators

China Mobile, China Telecom, China Unicom, Mtel, Surge etc.

Vertical Industries

Xiangya Hospital, State Grid, Lingbo, etc.

Research Institutes

CQC, CESI, CAICT, etc.

Application Vendors

Tencent, JD, etc.

Remark: not all members are listed here, the members listed here is also not mean listing by Rank

Vision: Providing the Best WLAN Experience for the Digital World

- Creating an open and international WLAN industry development platform
- Establishing scenario-based WLAN performance standards and certification systems
- Building the best WLAN application experience

Collaborations with other International Partners

World WLAN Application Alliance
世界无线局域网应用发展联盟

International Standard organization

ITU ISO IEEE

IEEE 802.11：**Liaison**
ITU-T SG15 Q3：**Liaison**
ISO/IEC JTC1 SC6: **Appling Liaison A**

International Industry organization

Wireless Broadband Alliance
GIIC 全球智慧物联网联盟 Global Intelligent IoT Consortium
NiDA 全球固定网络创新联盟 Network Innovation & Development Alliance
WORLD BROADBAND ASSOCIATION

MWC 2026
Signed MOU with
WBBA/NIDA/GIIC

Regional Organization

HKQAA HONG KONG QUALITY ASSURANCE AGENCY 香港品質保證局
bsi.
SAMENA BUILDING DIGITAL ECONOMIES

Signed MOU with SAMENA

WAA Standard Work Group and WAA Eco System

World WLAN Application Alliance
世界无线局域网应用发展联盟

Scenario Based Standard Working Group (WG)



Eco-System



World WLAN Application Alliance
世界无线局域网应用发展联盟

WAA Performance Certification System

WAA Performance Certification System

- Establish Testing Platform
- Define Testing
- ProjectsConduct Testing Activities
- Issue Test Reports

CAICT 中国信通院

TÜVRheinland® Precisely Right.

中国移动 China Mobile

WAA

- Testing Platform Launch
- Test Report Review
- Certification Management
- WAA Certification Mark Assignment
- Post-Certification Oversight

WAA Authorized Certification

- Review Application Materials
- Evaluate Test Report
- Issue Certification Certificates

CQC 中国质量认证中心 CHINA QUALITY CERTIFICATION CENTRE

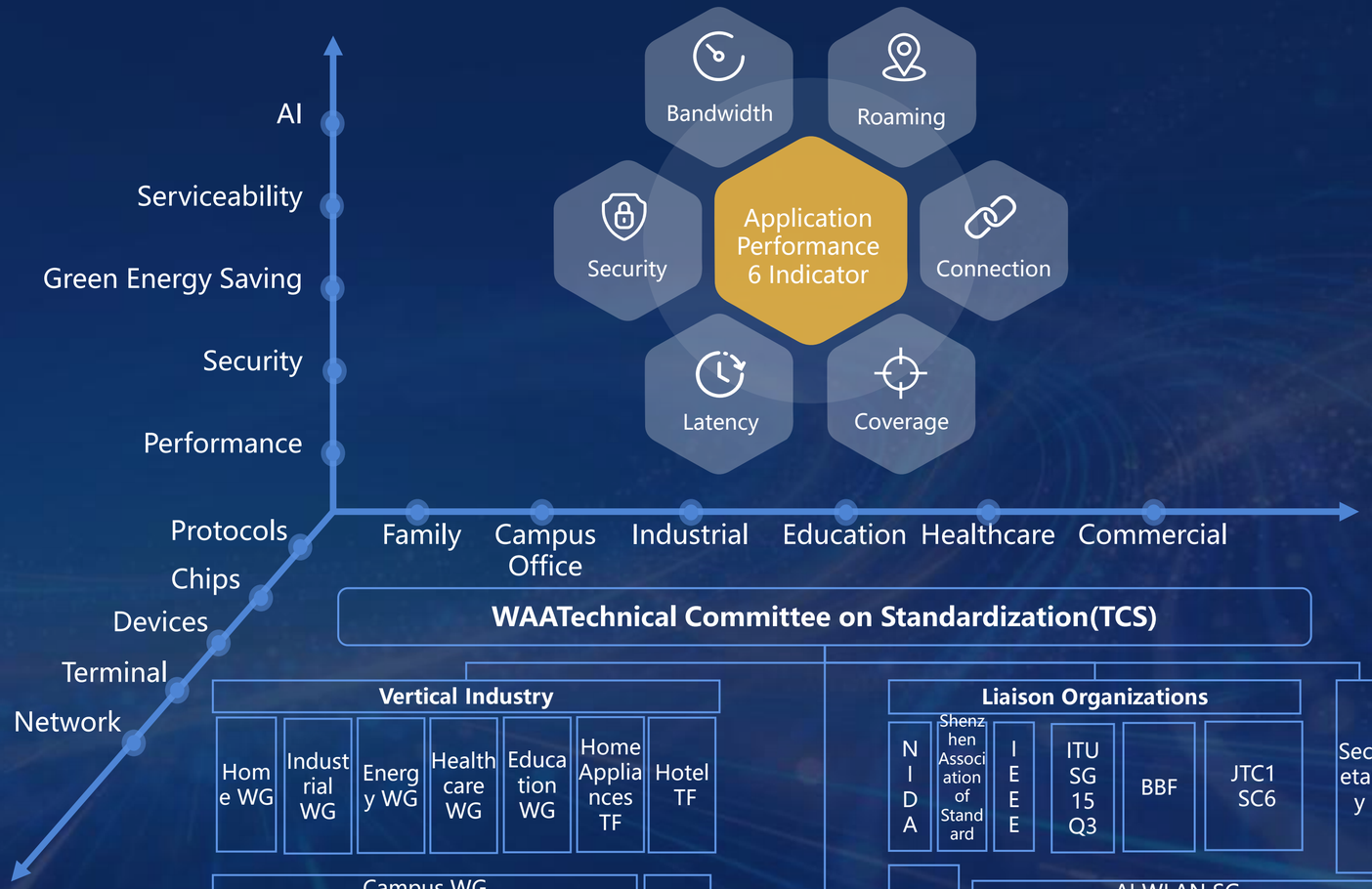
WAA Standards System: Fully Elevating WLAN Performance and Experience

World WLAN Application Alliance
世界无线局域网应用发展联盟

44 Standards Released，12 Under Development

WAA Publication	NO.
Wireless Local Area Network Network-Terminal Roaming Collaboration Technical Specifications	T/WAA-001-2023
Wireless Local Area Network Network-Terminal QoS Coordination Technical Specifications	T/WAA-002-2023
Technical specifications for campus office wireless local area network (WLAN) performance	T/WAA 003-2023
Test method for campus office wireless local area network (WLAN) performance	T/WAA 004-2023
Technical specifications for home scenario wireless local area network (WLAN) single device performance and experience	T/WAA 005-2023
Test method for home scenario wireless local area network (WLAN) single device performance and experience	T/WAA 006-2023
Technical specifications for home scenario wireless local area network (WLAN) devices networking performance and experience	T/WAA 007-2024
Test methods for home scenario wireless local area network (WLAN)device networking performance and experience	T/WAA 008-2024

WAA Standards Structure



Proof in the field: airport and hospital



Shenzhen International Airport

First airport demonstration project · industry association MOU signed



Peking University Shenzhen Hospital

Smart-hospital WLAN experience standard

Design documents and tender specifications explicitly reference WAA standards.

Project group established for scenario-based acceptance testing and rollout.

Roadmap to embed WAA criteria into national civil aviation assessment.

Hospital standard T/WAA 021-2026 already issued — Xiangya and others following.

Research behind the standards

World WLAN Application Alliance
世界无线局域网应用发展联盟

WAA Academic Committee — established June 2026

- Two committee meetings a year
- a regular technology briefing
- open-call research projects

FOUR ACTIVE RESEARCH GROUPS

AI-WLAN

Intelligent air interface, AI offload

Spectrum

5.4 GHz and 60 GHz coexistence

Security

Post-quantum readiness

Smart O&M

Autonomous networks, lower cost

The first WAA Industry Academic Symposium was held in Nanjing in June 2026 — around 100 participants, ten technical reports, on intelligent O&M, FTTR self-interference and large models for WLAN.

COMMITTEE COMPOSITION

25 members

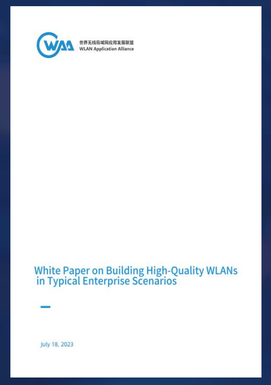
Universities	14
Enterprises	9
Institutes	2

Why this matters here: a standard written by vendors alone becomes a marketing document. Ours is meant to survive outside the vendor room.

WAA Industry Research Achievement
- 8+ White Paper and study report released

World WLAN Application Alliance
世界无线局域网应用发展联盟

2023.7	2024.2	2024.9	2024.9	2024.11	2024.11	2025.5	2025.7	2026.5
White Paper on Building High-Quality WLANs in Typical Enterprise Scenarios	Sustainability in the WLAN Industry	Green Campus WLAN White Paper	White Paper on the Development and Application of Integrated WLAN Sensing and Communication in Smart Campus	Research Report on the Development of High-Quality 10G Campus Network Technology	WLAN Advanced User Experience Technologies Whitepaper	Research Report on AI-Powered New Connectivity Enabling the New Industrial Revolution	White Paper on High-Quality 10G AI Campus Network Construction Technology	White Paper on Ultra-Gigabit Home Experience





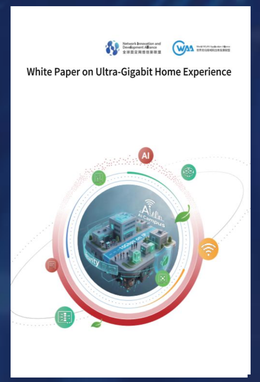


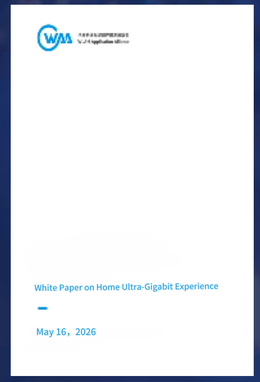












Collaborate with Global Partners for a Win-Win Future

World WLAN Application Alliance
世界无线局域网应用发展联盟



Global WLAN Industry Forum

March, MWC Barcelona



New Connectivity Forum

June



Digitalization Forum

September ~ October



CEIC - WAA Forum

October ~ November, Shenzhen

2022, Sept	2023, Sept	2024 Feb	2024 Sept	2025 Mar	2025 April	2025 July	2025 Sept	2025 Nov	2026 Mar	2026 May
WAA Resitered	First batch Standard released	MWC2024 Barcelona WLAN Forum	BRICS meeting Cooperation Sign Intention of corporation with INMETRO	MWC2025 Barcelona WLAN Industry forum	Set Up IEEE802.11 Liaison ITU-T SG15 Liason	China Mobile Adoption	2025 BRICS New Connection release 《BRICS Initiative for Cooperation on AI New Connection Technology Innovation and Standardization》	CEIC 2025 And Global WLAN Forum	MWC2026 Barcelona, WAA&WBBA Sign MoUAnd Release 《AI-WLAN White Paper 》	Xiamen BRICS Meeting Release 《Global WLAN Industry Development Research Report》

World WLAN Application Alliance
世界无线局域网应用发展联盟

THANK YOU!

Welcome to contact us!

E-mail: waa@waa-alliance.org

Global Challenges,

Global Opportunities,

Global Collaboration!

Wireless Global Congress EMEA

PANEL: Enterprise Connectivity Forum - The Dawn of Converged Wireless & OpenRoaming Massification



Dr. Derek Peterson (Moderator)

Board Advisor, Industry Expert



Payman Samadi

CEO, eino.ai



Mittal Parekh

Senior Director, Product and Solutions Marketing, HPE



Bart Brinckman

Distinguished Engineer – Wireless, Cisco

Wireless Global Congress EMEA

WGC EMEA

NETWORKING COFFEE BREAK
BE BACK IN 25 MINUTES AT 11.20 AM CET



Wireless
Global Congress
EMEA



Steve Andrews

WBA Board Advisor, TMT NED & Advisor,
Wireless Broadband Alliance

Moderator Introduction

Wireless Global Congress EMEA

MEETING THE DEMANDS OF TODAY'S ENTERPRISE AND CONSUMERS OPPORTUNITIES, CHALLENGES AND TECHNOLOGY ENABLERS



Wireless Global Congress
Wireless Broadband Alliance

Time	Presentation
11:20 AM	**Moderator Introduction** Steve Andrews – WBA Board Advisor, TMT NED & Advisor, Wireless Broadband Alliance
11:25 AM	**Honda & BT Join Forces for Seamless Wireless Connectivity** Simon Davies – Senior Research Engineer, Honda R&D Europe
11:40 AM	**AI, Automation and Cloud: Making Networks Simpler to Operate** Payman Samadi – CEO, eino.ai Tyler Peterson – Solutions Specialist, Ansys, part of Synopsys
12:00 PM	**Use Cases of Wi-Fi Networks in the Power Sector for Enhancing Public Safety** Byoung-Doo Kong – General Manager of the ICT Operations Department, KEPCO
12:15 PM	**SMB Cybersecurity for the AI era** Sachin Chickballapur – Chief Technology & Product Officer, Airties
12:35 PM	**PANEL: Managed Services Beyond Connectivity: Are Managed Services the Next Telecom Growth Engine?** Howard Buzick – SVP Business Development, American Bandwidth Kevin Franzen – Global Solution Architect SP, RUCKUS Networks, a Belden Company Mario Di Dio – CEO, Helium
1:15 PM	**NETWORKING LUNCH**

Wireless
Global Congress
EMEA



Simon Davies

Senior Research Engineer, Honda R&D Europe

The Honda & BT Join Forces for seamless wireless connectivity

Wireless Global Congress EMEA

The Shortest Path to Intelligent Connectivity for the Physical AI Era



Payman Samadi

CEO, and Co-Founder,
eino.ai



Tyler Peterson

Solutions Specialist,
Ansys, part of Synopsis

eino

The Shortest Path to Intelligent Connectivity for the Physical AI Era

Payman Samadi
CEO and Co-founder

Physical AI Is Changing How the World Connects

A complete rebuild of connectivity infrastructure over the next decade

3.4M

Robots shipped per year by 2030

ABI Research, 2026

10X

More data from physical AI than all AI apps combined by 2029

Gartner, 2026

200ms

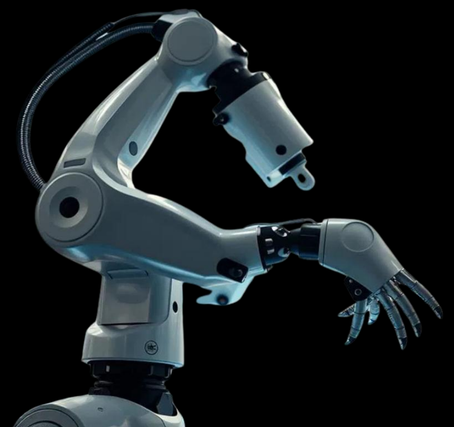
In delayed traffic to physical AI can be catastrophic for worker safety

CIO.com, 2026

Networks carry new requirements

Workflows are transformed to support new use-cases

Engineers work alongside AGVs and Agents







eino

Legacy wireless tools were built for 1 certified engineer, at 1 workstation, for 1 technology

PRE-SALES & DESIGN

Desktop design tool

Project files on one engineer's laptop

Owner: RF engineer

DEPLOY & VALIDATE

A survey kit per network

Walk-test exports, one network at a time

Owner: Field technician

OPERATE & MONITOR

Vendor dashboards

Telemetry stuck in each vendor's NMS

Owner: NOC engineer

MANAGE

Spreadsheets and tickets

PDF reports and ticket history

Owner: Network manager

Each stage of the network lifecycle locks valuable data inside a separate solution.

eino

New Requirements for a New Era of Networks

TODAY'S REALITY		WHAT'S NEEDED
Takes days and deep expertise	**DESIGN / ROM**	In minutes
Manual, Single-network validation	**VALIDATION**	Every network, Automated
Fragmented teams/tools	**MONITORING**	Unified, Agentic Platform
Telemetry data focused	**MANAGEMENT**	Living Digital Twin

eino

Senior Networking Talent is Scarce and Quickly Disappearing

1 in 4

Network engineers expected to retire by 2028, according to U.S. CIOs.

OpenGear, 2023

86% → **70%**

of wireless leaders struggle to hire professionals, leading to:

Higher security incident costs, with teams stuck in reactive NetOps

Cisco “State of Wireless”, 2026

eino

Market Need for NetOps

350,000 FTEs Open Global Networking Roles

25%
of network engineers are retiring by 2028

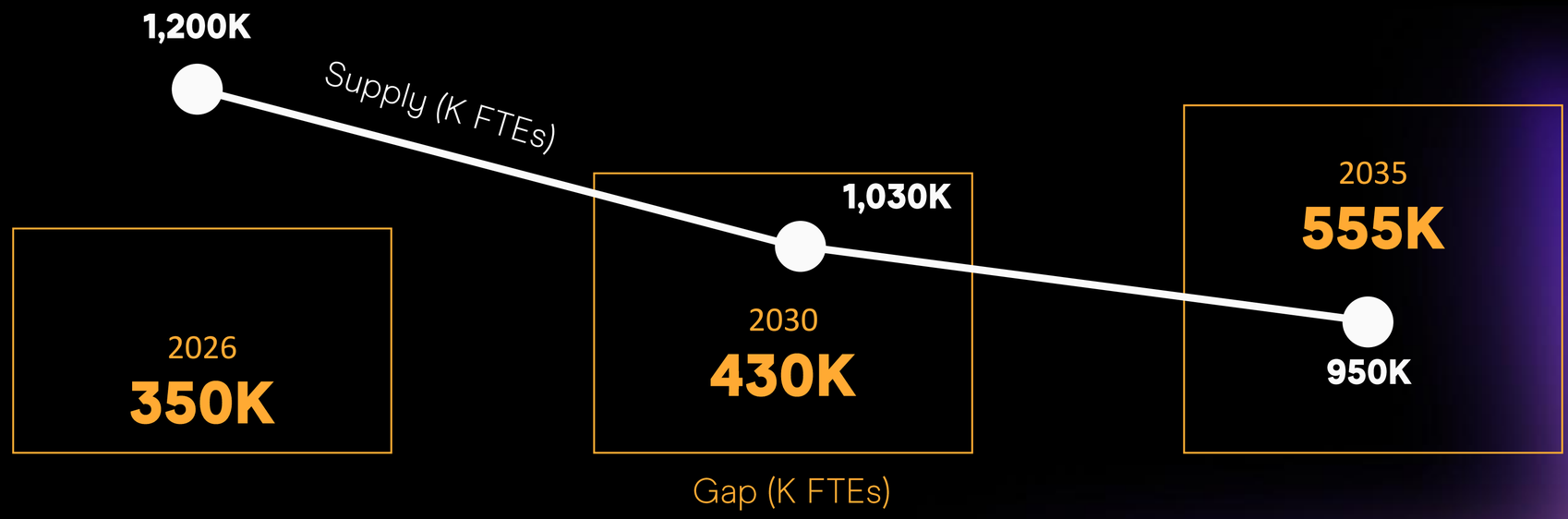
86%
of wireless leaders can't hire

87%
Have active gaps

44
Days average to fill a NOC role

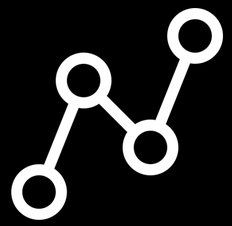
Supply vs. Gap (2026-2035)

The WEF ranks networking and cybersecurity as the second fastest-growing skill category globally, behind only AI.



eino

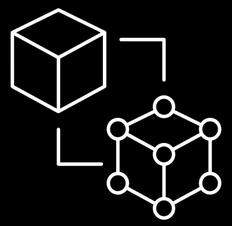
eino is the Only Agentic Platform to Design, Validate, and Monitor any Wireless Network



Unified Platform

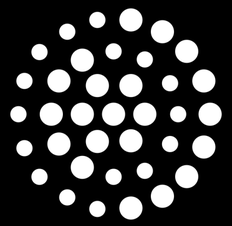
In-building and Outdoor

All Wireless technologies



3D Digital Twin

See your physical environment and network together

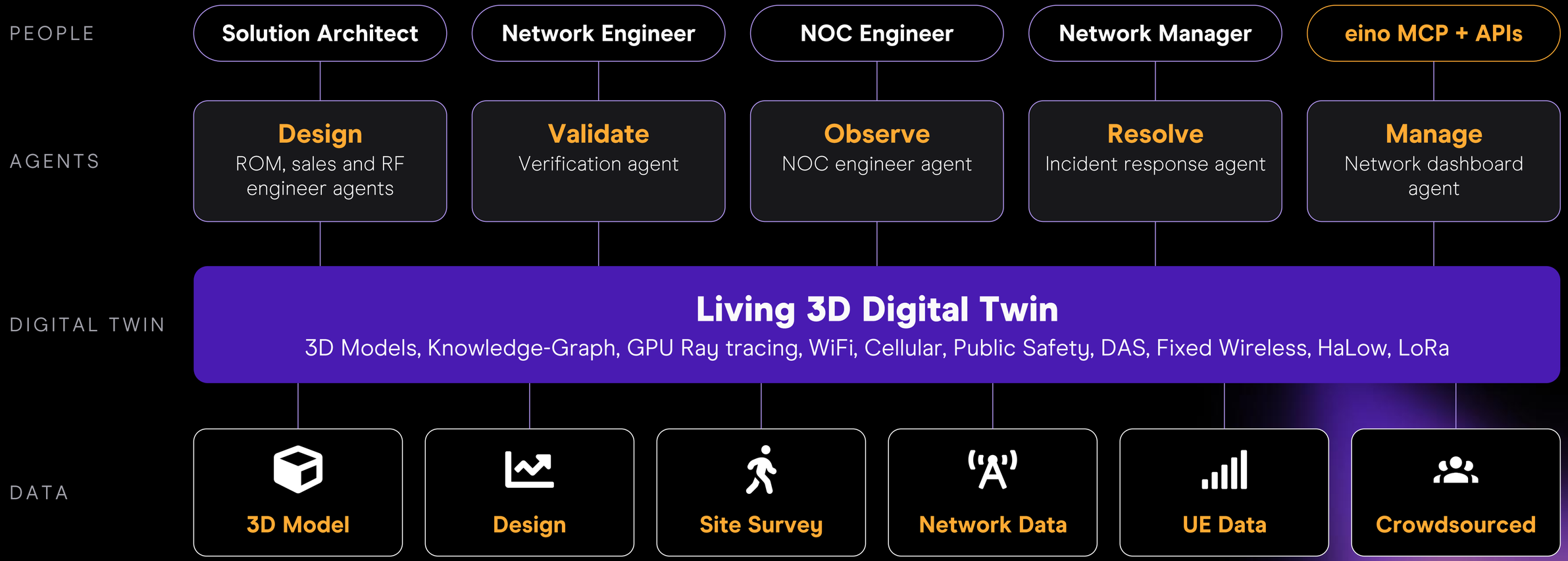


Fully Agentic

Agents for every phase of connectivity lifecycle

eino

End-to-End Architecture
One Living Twin Supports Agents Across the Lifecycle



eino

Intelligent Connectivity Starts With Design.

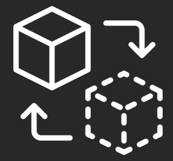
The World's Fastest and Most Accurate System-Level Ray Tracing



Runs on a
Best-in-Class
NVIDIA GPU Cluster



Supports Wi-Fi,
Private Cellular, DAS,
IoT, FWA



Generate a 3D Digital
Twin in Seconds

Global clutter and terrain

Computer vision
for in-building



Collaborate
Seamlessly



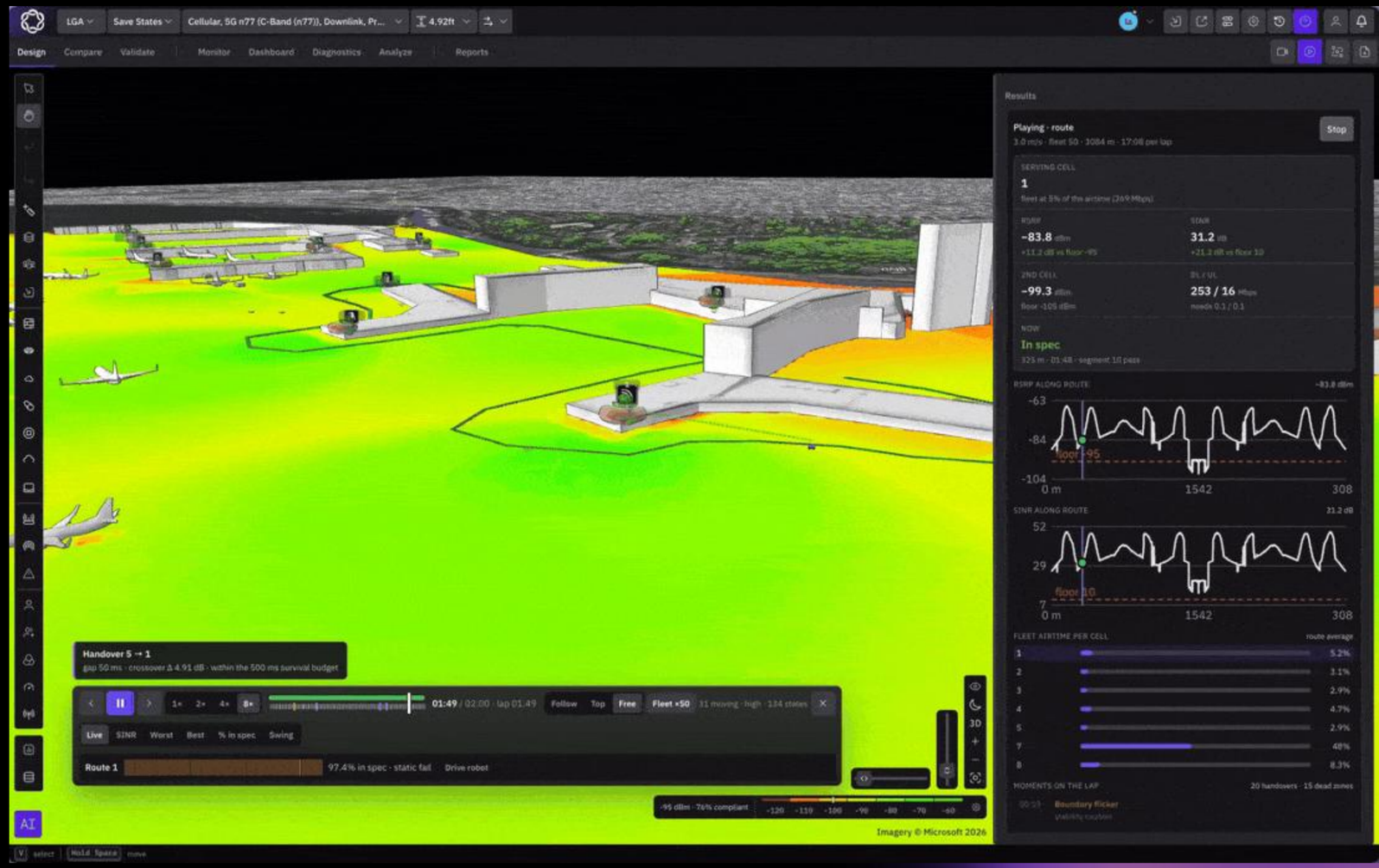
Supports
eino MCP

eino

Design Agents:

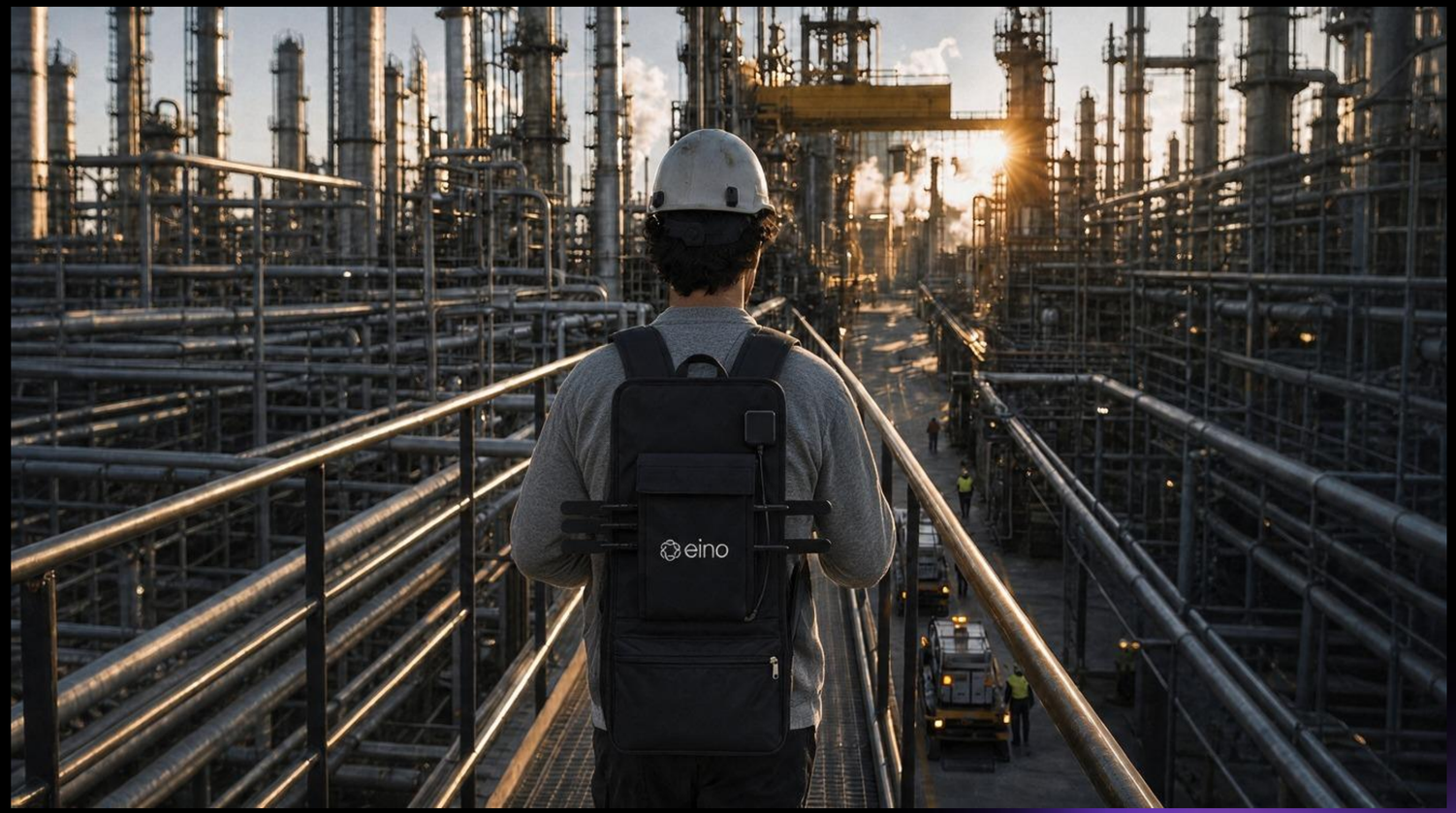
Purpose-built for validating Physical AI connectivity

- *Score every route*
- *Simulate the real fleet*
- *Find every failure to the meter*
- *Every network in one twin*



eino

Site Survey
One Device.
Every Network.
AI-Native.



Private and public cellular.

DAS and Wi-Fi.

Indoor and outdoor.

eino

Site Survey: Validate Every Network in One Walk

Multi-Network

Private and public cellular, DAS and Wi-Fi. One device instead of one tool per network.

3D Model Creation

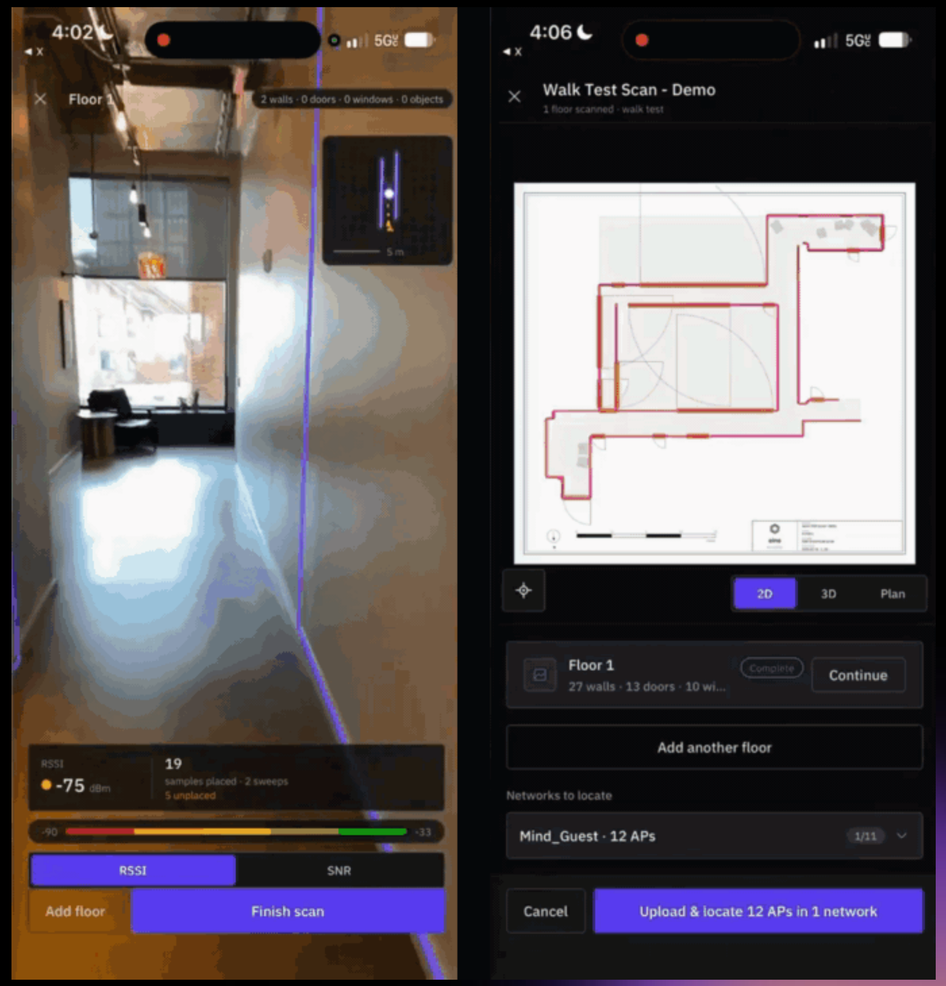
Build a 3D model of the space while you walk, right from the Companion app.

Continuous Monitoring

Plug into PoE+ and the device stays on site, running tests for hours or days.

Scan as you walk

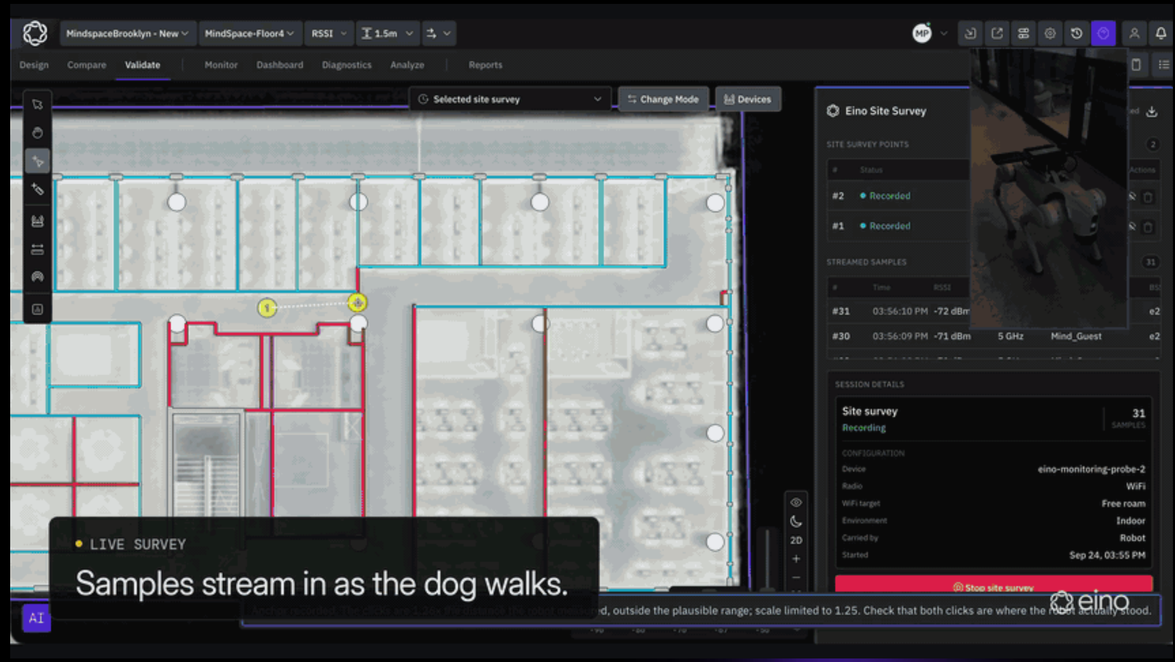
3D model, built live



eino

AI NetOps Quadruped: Surveys your site, maps it live





Walks your critical paths, Emulate Applications

Runs annual maintenance surveys on a schedule, with no one on the floor.

Builds the model live

Every sample streams onto the map and into the 3D model as the robot walks, AI performs the analysis.

eino

Agentic Network Observability

Always-on monitoring.

Agents run RCA grounded in your digital twin.

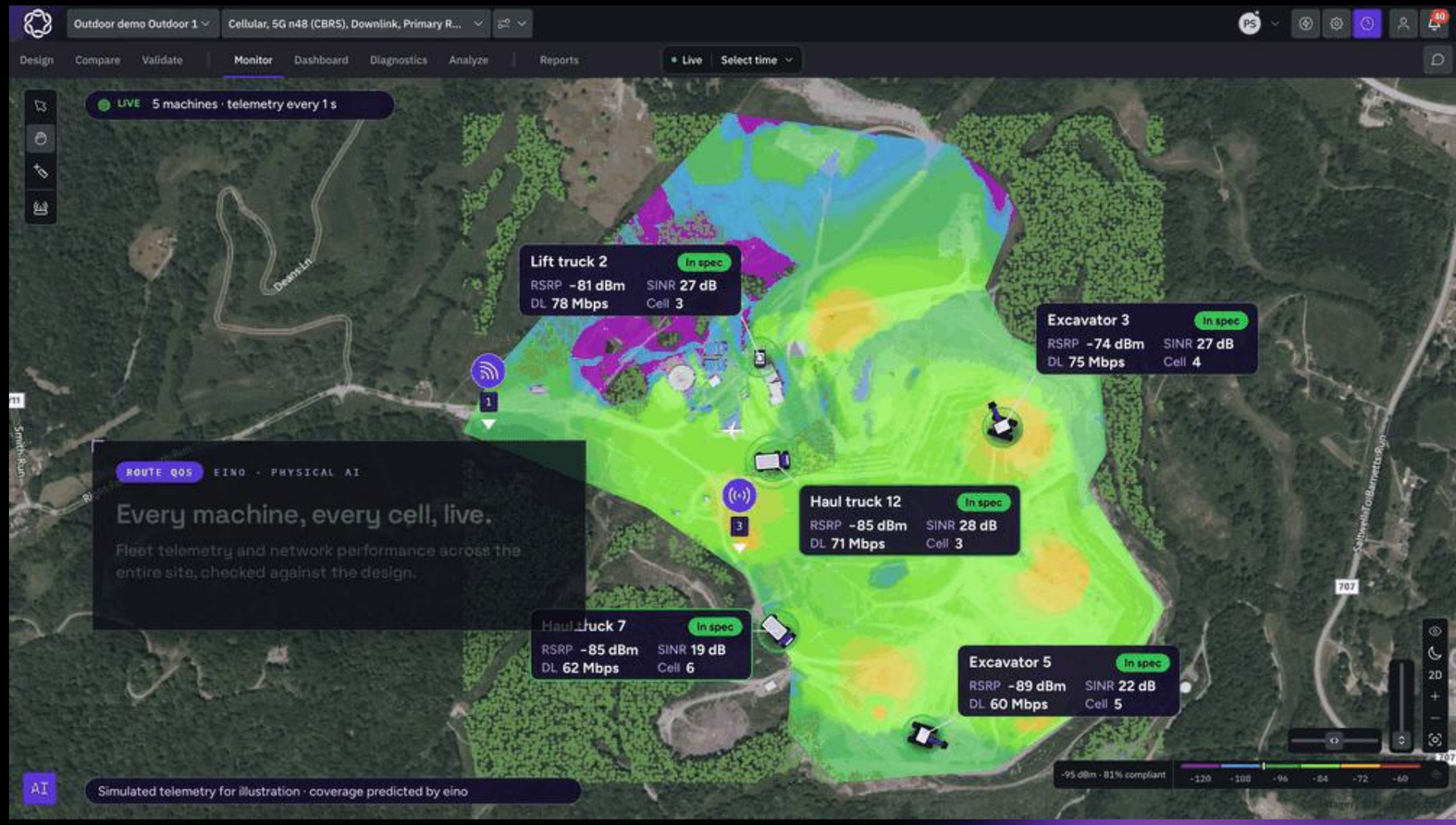
Monitor Physical AI performance, in real-time



Outdoor probe



Indoor probes



eino

eino Agentic Engine

Continuously Fuses All Five Sources of Truth

3D Model

A 3D digital twin of your in-building and outdoor site.

Predictive Performance

Design intent and predicted RF — what the network should deliver.

Site Survey

On-demand surveys: Wi-Fi, cellular and DAS, indoor and out.

APIs

Northbound telemetry from the radios and controllers — Celona, Ericsson, Airspan, Nokia.

Probes

Continuous UE-side measurement: signal, throughput, latency, path health.

Agents See Everything

Agents watch all five sources, catch degradation early and deliver ranked, explainable root cause before users complain.

Your NOC Stays in Control

Run tests on any probe, live or on historical data. Let the agents watch, or dig in yourself.

eino

Trusted by 50+ Leaders Building and Operating AI-Native Networks

NTT DATA
COMCAST
Cargill
AECOM
Cox Private Networks
cts
Tier-1 US Operator
boldyn NETWORKS
CERAGON
Airspan
celona
Globalstar
Insight
WESCO
GDT
boingo wireless
INS
GXC
VELOCITI
CANOGA PERKINS
ERIDAN

Innovation Partner

NVIDIA INCEPTION PROGRAM
NSF

eino

A Real-Time Digital Twin for All Things Connected

Product Roadmap

Design

2025
Sales Workflows

Deployment Workflows

2026
NOC Workflows

Asset Management and Network Security Workflows

2027
Physical AI Workflows

Agentic Design | Agentic Validation | Agentic Observability | Agentic Management | Connectivity Digital Twin



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Put Agents to Work.

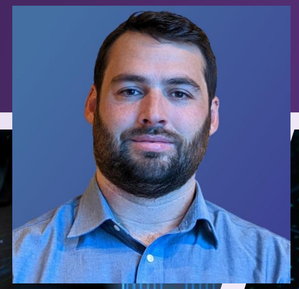
Design, validate and monitor every wireless network with eino.

Start building with us

SYNOPSYS®

SOLVING ENGINEERING CHALLENGES

Across Many Industries



Tyler Peterson

Tyler.Peterson@synopsys.com

CREATING THE LEADER in Engineering Solutions from Silicon to Systems

SYNOPSYS®

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+

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PROVIDES
comprehensive solutions
for the entire silicon design process
including multi-die simulation & analysis

EXTENDS
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and simulation to accelerate
customers' innovation

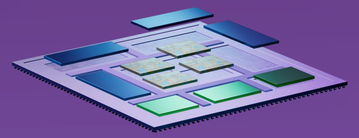
ACCELERATES
creation of intelligent products by
bringing silicon expertise across
systems verticals

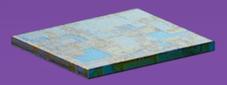
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Systems Design Encompasses **MANY ENGINEERING DOMAINS**









FLUIDS
Aerodynamics for efficiency, cooling

THERMAL
Heating/cooling

MECHANICAL
Stress forces, multi-die interconnect

SOFTWARE
OS, middleware, application

ELECTRICAL
Reliability, PCB, power supply efficiency, ESD, EMAG

OPTICAL
Photonics and lens design for high-speed interconnects

SILICON
Functionality, power, performance, signal integrity, packaging, EMIR

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EXPANSIVE ECOSYSTEM to Accelerate Innovation

SYNOPSYS®

SYSTEMS

Microsoft Azure, ptc, MathWorks, NVIDIA, aws, tracetronic, Elektrobit, Schrödinger, AUTODESK, KEYSIGHT, IPG, MORAI, Altium, HBK, rti, TechSoft, Ema, Rockwell Automation, VECTOR, Hewlett Packard Enterprise, cognata, DSPACE, Makersite

SILICON

ADVANTEST, Amkor Technology, ANDES TECHNOLOGY, arm, ASE, TERADYNE, CEVA, EXOSTELLAR, GlobalFoundries, Imagination, imec, intel foundry, KEYSIGHT, Rapidus, RISC-V, SAMSUNG, SiFive, Tower Semiconductor, PCI SIG, tsmc, ZUKEN, UMC, VeriSilicon, USB

PRODUCTIVITY

AkroStar, alchip, GUC, Hewlett Packard Enterprise, Hugging Face, aws, JEDEC, intel, Microsoft Azure, DELL Technologies, SIMR, AMD, rescale, Lenovo, FARADAY, GitHub, Google Cloud, Microsoft, NVIDIA, ethernet alliance

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Emerging Technologies in the Telecommunications Industry

High Frequency & Multi-Band Solutions

More bandwidth = lower penetration

Multiple bands = increased complexity

Satellite Integration (Passpoint Evolution)

Standalone satellite to device coverage

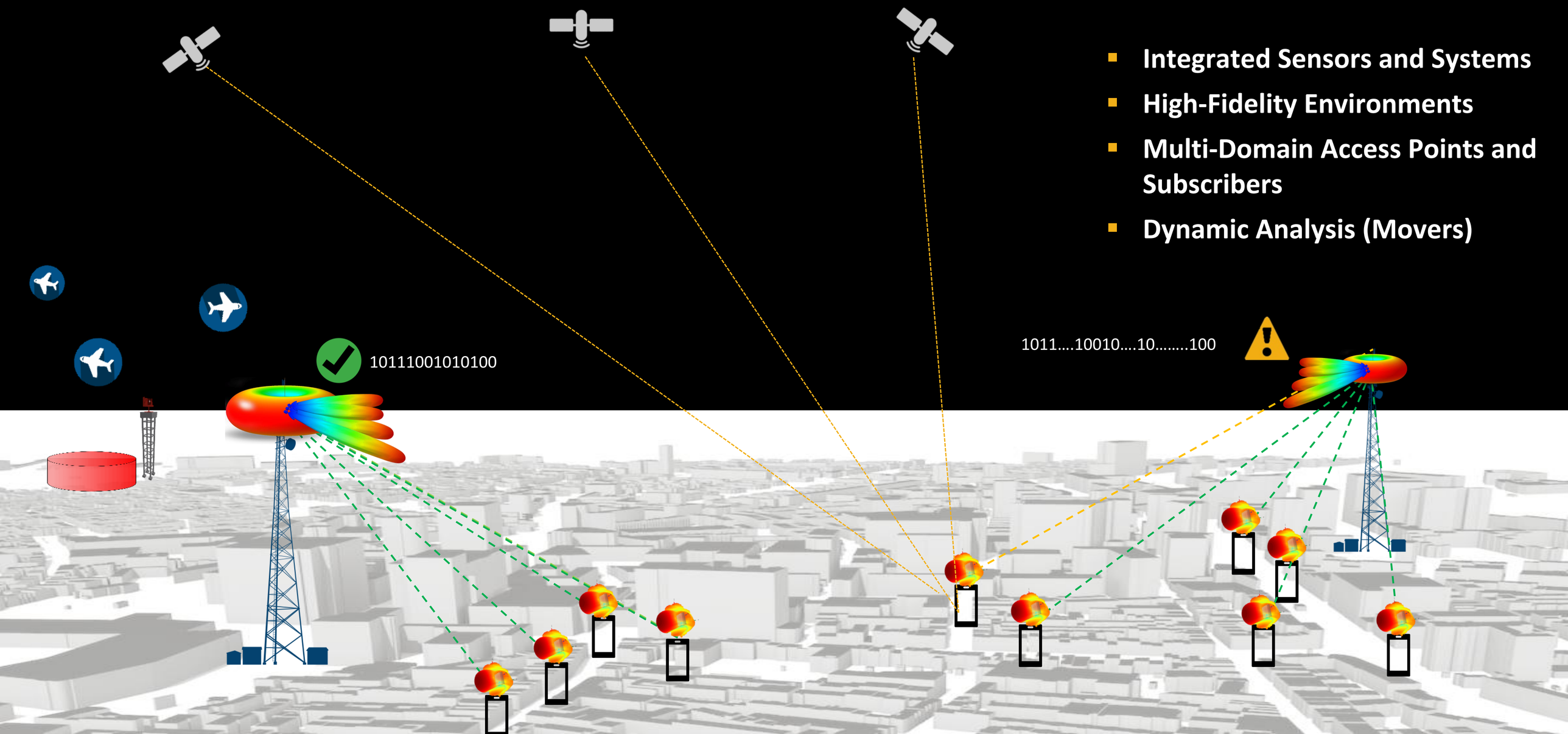
Integration into the roaming ecosystem



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Future State: Coverage and Expected Throughput Performance of HSTNs

(Hybrid Satellite-Terrestrial Network)

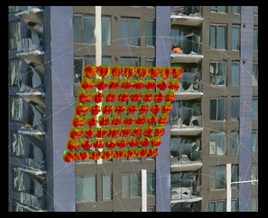


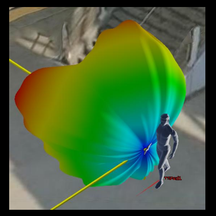
- **Integrated Sensors and Systems**
- **High-Fidelity Environments**
- **Multi-Domain Access Points and Subscribers**
- **Dynamic Analysis (Movers)**

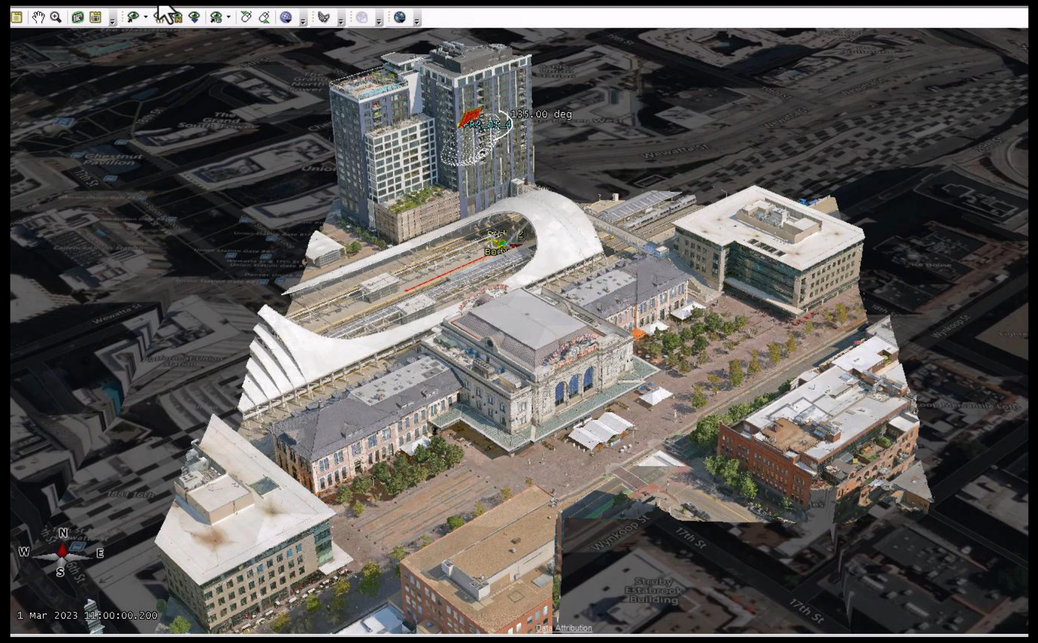
RF/radar Channel Modeling for low, mid, mmw & THz Band systems



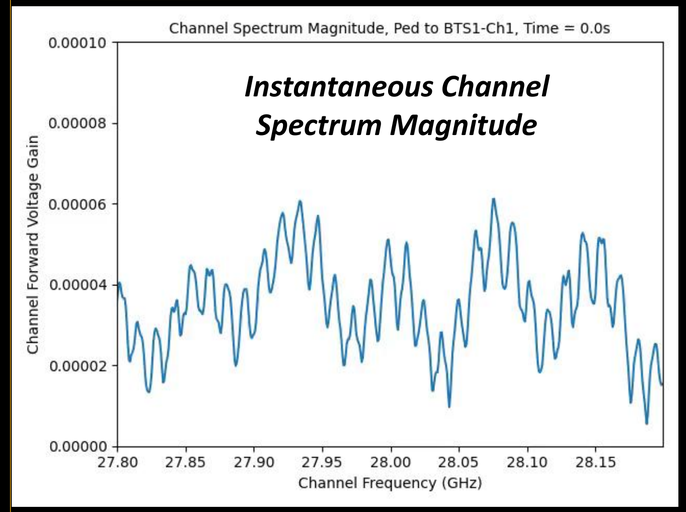
f_c = 28 GHz
BW = 400 MHz

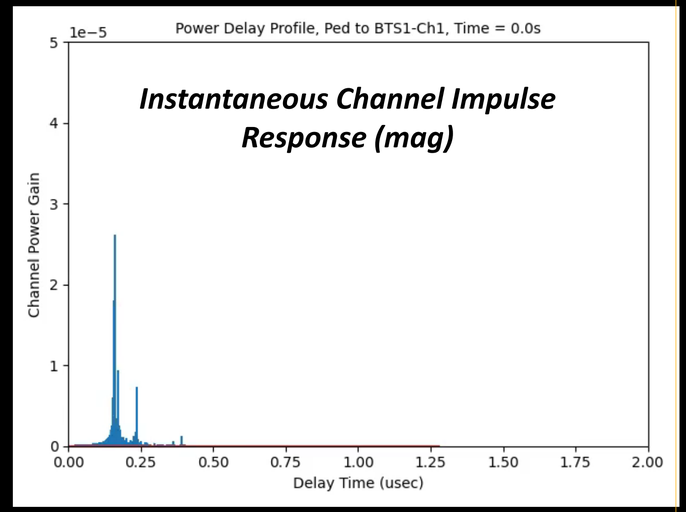


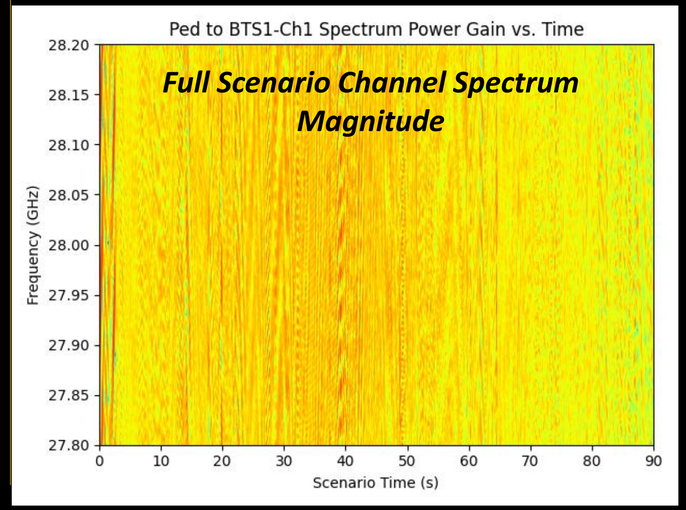


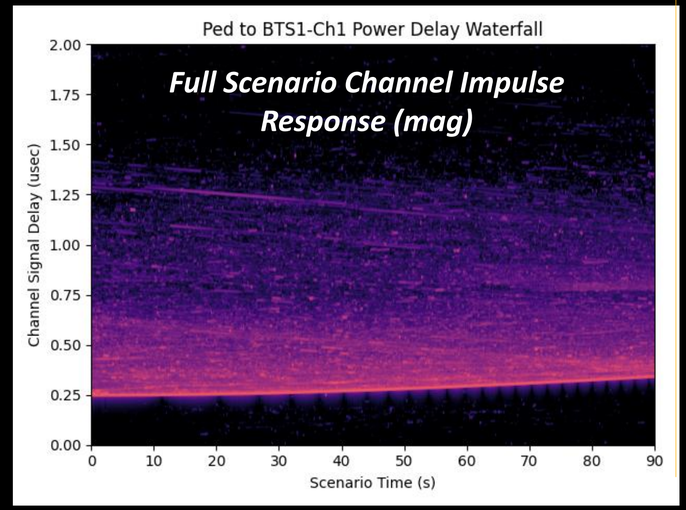


Channel for Pedestrian Mobile to Array Channel 1, Polarization 1









aerometrex

Denver city 3D Tile model courtesy of Aerometrex
https://aerometrex.com (2cm Resolution Scene)

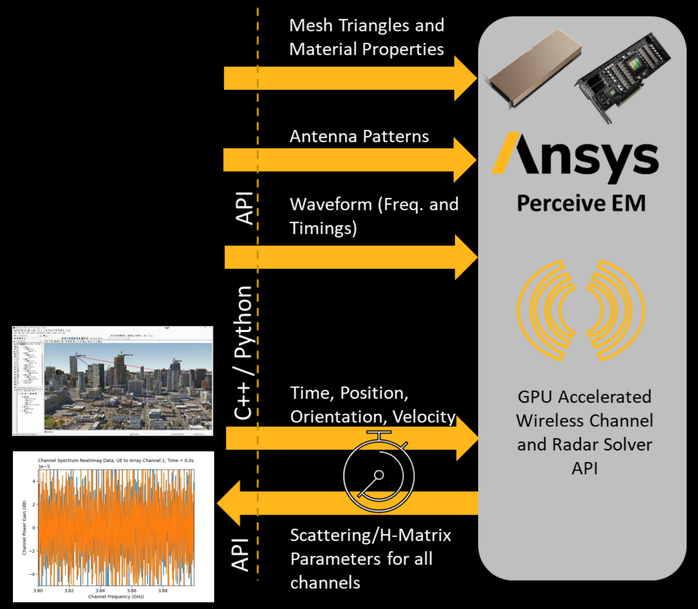
Compute Time: 135 secs for 128 channels on laptop + RTX A5500 GPU

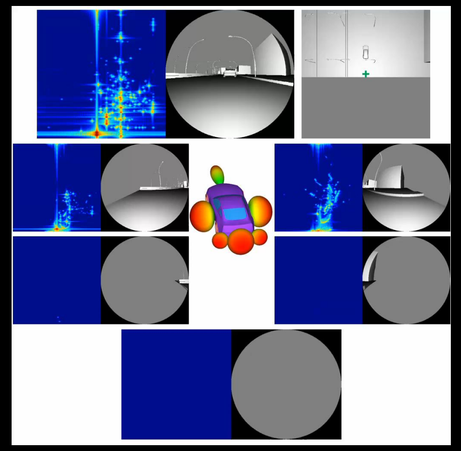
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Ansys part of SYNOPSYS®

Data-on-demand real time wireless channel and radar solver

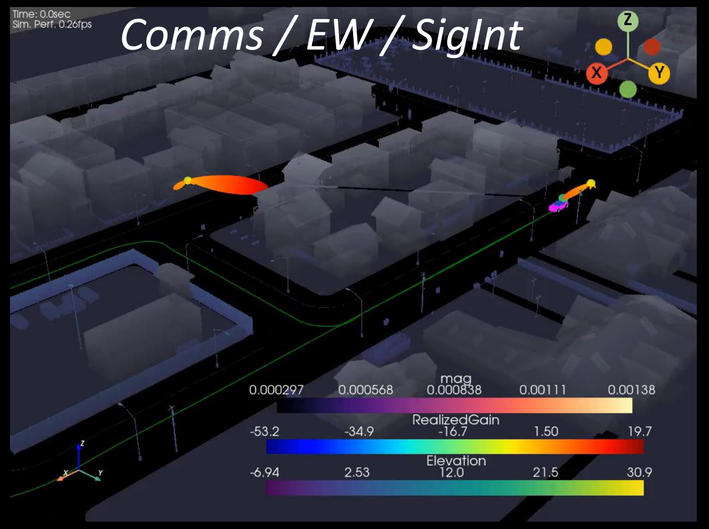
- **Generates wireless channel models** and **radar response** at high channel sounding rates/PRFs
- Operates at or near **real-time** on GPU devices for moving antennas, arrays and MIMO radar systems
- **I/Q Data on Demand** for dynamic scenes
- **API-driven** for custom PHY L1 and radar modeling workflows (C++, Python APIs)
- **Physics-accurate** antennas, environments and platform motion (including micro-Doppler)
- **High-fidelity EM physics solver** based on hybrid Shooting and Bouncing Rays Physical and Geometric Optics (SBR-PO-GO) framework
- Offered **commercially**, as well as part of the Ansys **Startup**, **Research** and **Education** packages
- **Partner solutions: Keysight, NI, NVIDIA, Rhode & Schwarz, etc.**

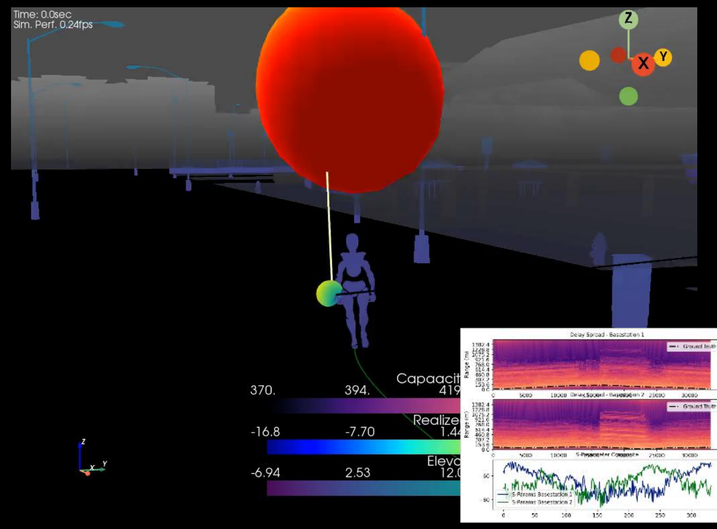




Radar

6 radars on the same vehicle, showing synthetic range-Doppler signatures





5G channel modeling, and used in MRT mMIMO beamforming (single subcarrier/symbol)

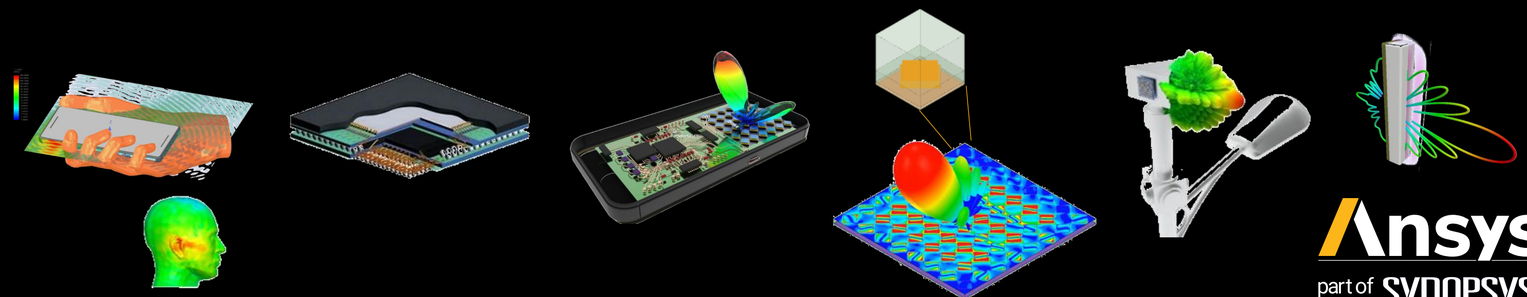
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Ansys part of SYNOPSYS®

What Does Ansys/Synopsys + eino.ai Bring to the Table?

- High Fidelity and high-speed channel modeling in motion
- Real-time channel simulations for continuous channel polling
- Comm channel and radar modeling in the same solver
- eino.ai integration: Device to device, end-to-end simulation including for large scale, high traffic venues





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Wireless
Global Congress
EMEA



Byoung-Doo Kong

General Manager of the ICT Operations Department, KEPCO

Use Cases of Wi-Fi Networks in the Power Sector for Enhancing Public Safety

Use Cases of **Wi-Fi Networks** In the Power Sector For Enhancing Public Safety



ByoungDoo Kong | 2026.10.15

Wireless Broadband Alliance | WBA INDUSTRY AWARDS

"
Global Energy
&
Solution Leader
"



01
Chapter Ⅰ
Company Overview

02
Chapter Ⅱ
Use cases of Wi-Fi Networks in the Power Sector

01

Chapter Ⅰ

KEPCO's Overview



History

In business for 125 years since 1898

1900 ~ 1980s



1898

Foundation of Hansung Electric Co., the original entity of KEPCO



1982

Integration of utilities into Korea Electric Power Corp. (KEPCO)

1900s ~



1994

Listing of KEPCO shares on the New York Stock Exchange

2000 ~ 2010s



2001

Spinning off of the business into six power generation subsidiaries

2010s ~



2014

Relocation of the headquarters to Naju-si, Jeollanam-do (a.k.a. Bitgaram Innovation City)

Dominant Player in Korea

Major Business

Transmission & Distribution
(100% market share)

Generation [1]
(67.8% market share)

Facility Capacity :
82,459MW

Others [2]

Korean Government

51%

KEPCO

- Total Assets : KRW234.8tn (USD185.3bn)
- Revenues : KRW71.3tn (USD56.2bn)

Credit Ratings			
	Moody's	S&P	Fitch
Sovereign	Aa2	AA	AA-
KEPCO	Aa2	AA	AA-

100%	100%	100%	100%	100%	100%
Nuclear · Hydro	Thermal · Renewable	Thermal · Renewable	Thermal · Renewable	Thermal · Renewable	Thermal · Renewable
KHNP	KOEN	KOMIPO	KOWEPO	KOSPO	EWP
Assets : KRW69.1tr Revenues : KRW10.4tr	Assets : KRW13.9tr Revenues : KRW9.0tr	Assets : KRW16.1tr Revenues : KRW8.6tr	Assets : KRW13.5tr Revenues : KRW8.1tr	Assets : KRW14.0tr Revenues : KRW9.3tr	Assets : KRW12.1tr Revenues : KRW6.9tr

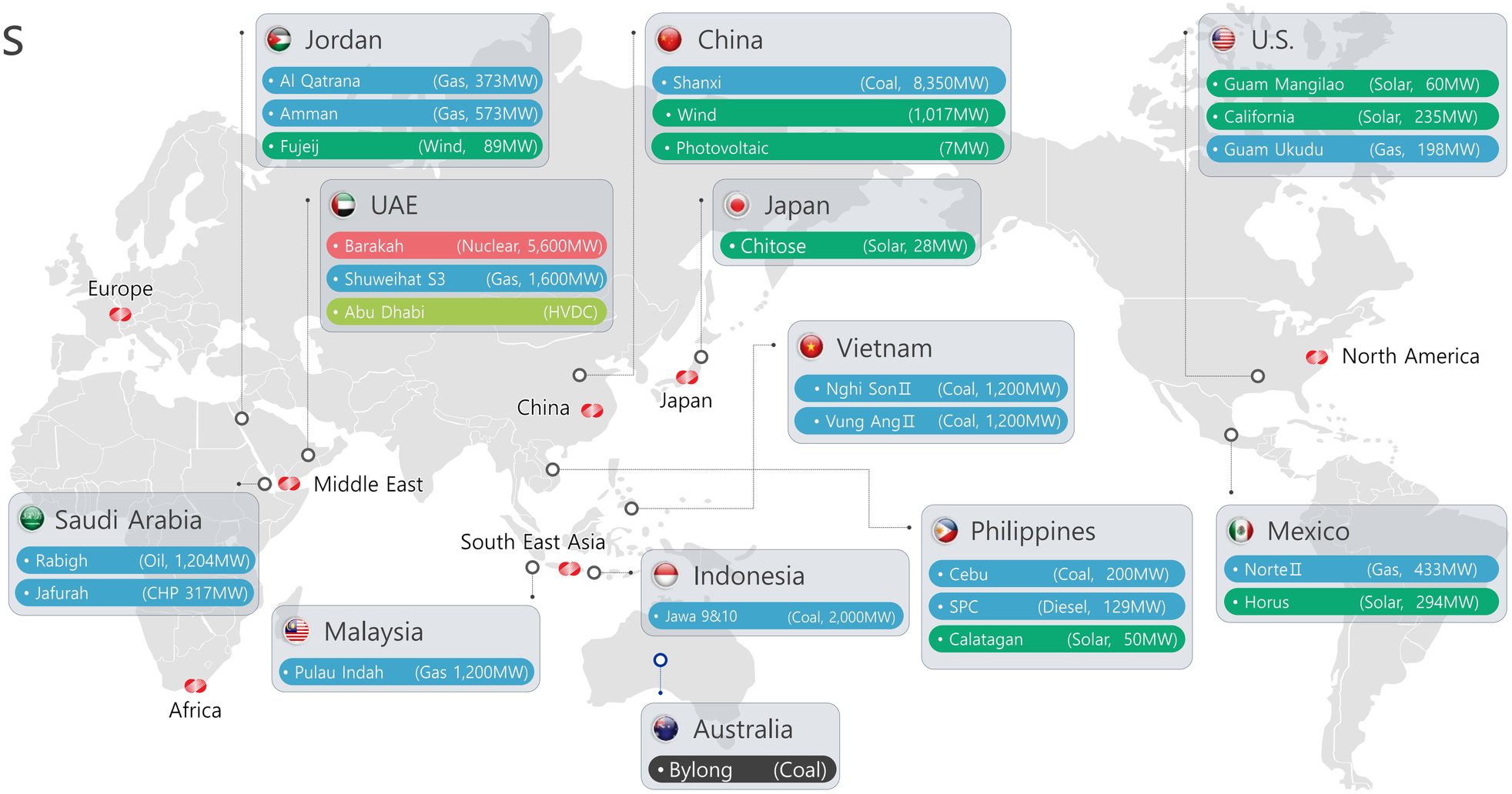
KEPCO E&C	65.8%	Generation Engineering
KEPCO KPS	51.0%	Generation Facility Maintenance
KEPCO NF	96.4%	Nuclear Fuel Manufacturing & Designing
KEPCO KDN	100%	Electric Power IT Service
KEPCO MCS	100%	Meter Reading & Billing
KEPCO CSC	100%	Customer Service
KEPCO FMS	100%	Facility Maintenance Service

Note : As of end of 2022; Applied FX rate of KRW1,267.3/USD

Electric power purchased from Gencos 67.8% (387,751GWh), from IPP&PPA 32.2% (183,734GWh); [2] Major subsidiaries and affiliates other than Gencos

Global Projects

- Generation
- Resource Development
- Overseas Branches



As of end of March 2023

38 Projects
in 19 Countries

Thermal
14 Projects in 10 Countries
: 18,977MW

Renewable
7 Projects in 6 Countries
: 3,601MW

Grid, E&P
16 Projects in 10 Countries

Nuclear
1 Project in UAE
: 5,600MW

02

Chapter Ⅱ

Use cases of Wi-Fi Networks in the Power Sector



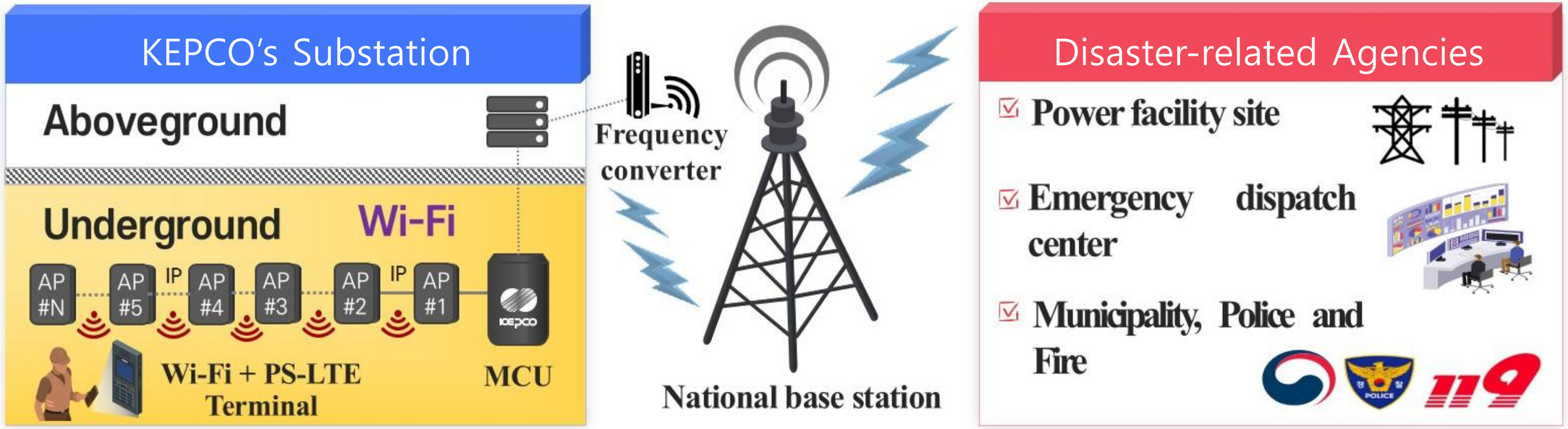
Underground Power Tunnel Emergency Wi-Fi Network

Concept

Build **"Wi-Fi + PS-LTE"** integrated network in power cables with communication dead zones

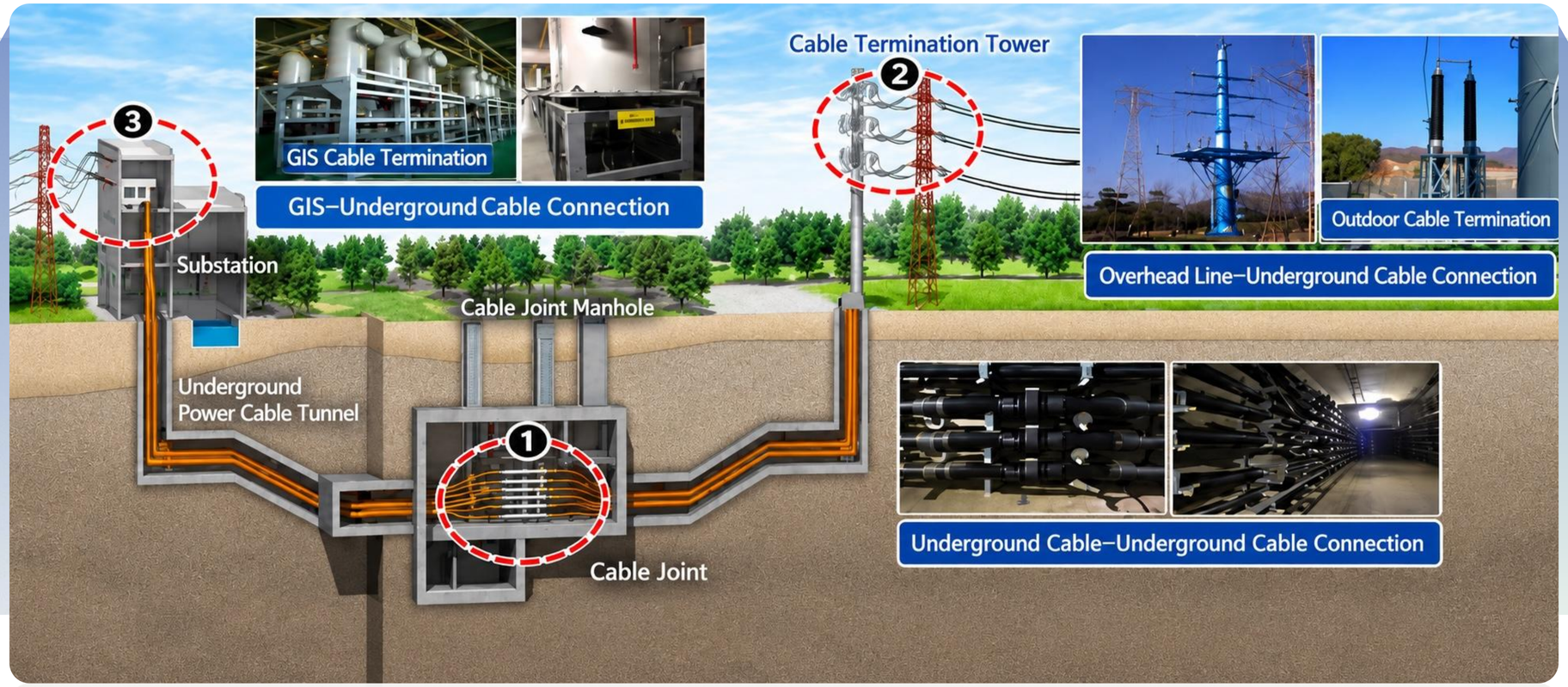
- Connect to the National Disaster Safety Communications Network via ground transceivers

☞Transceiver : Frequency Converter between commercial Wi-Fi(2.4GHz) and PS-LTE(700MHz)



Overview of **Underground Power Cable Tunnel**

- KEPCO's underground power cable tunnels house essential transmission and distribution lines. As national critical infrastructure, they are vital for stable power system operations. Periodic inspections are essential across all 504 tunnels nationwide to ensure continuous supply.

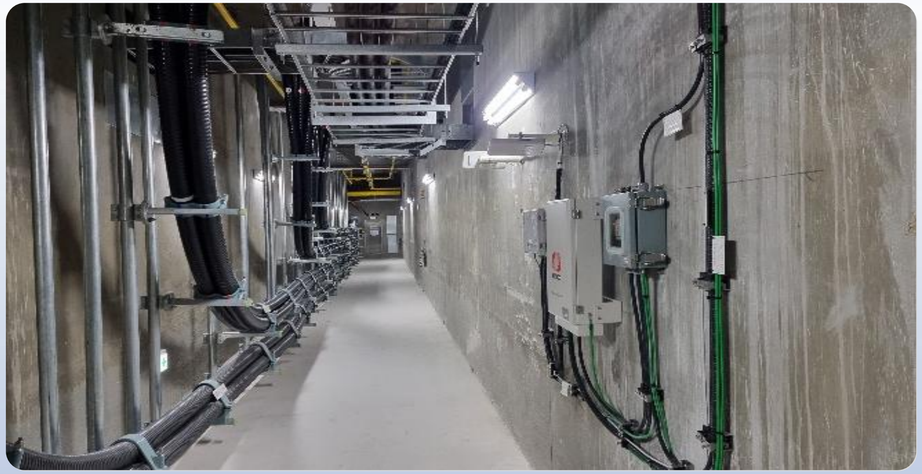


Underground Power Tunnel Emergency Wi-Fi Network

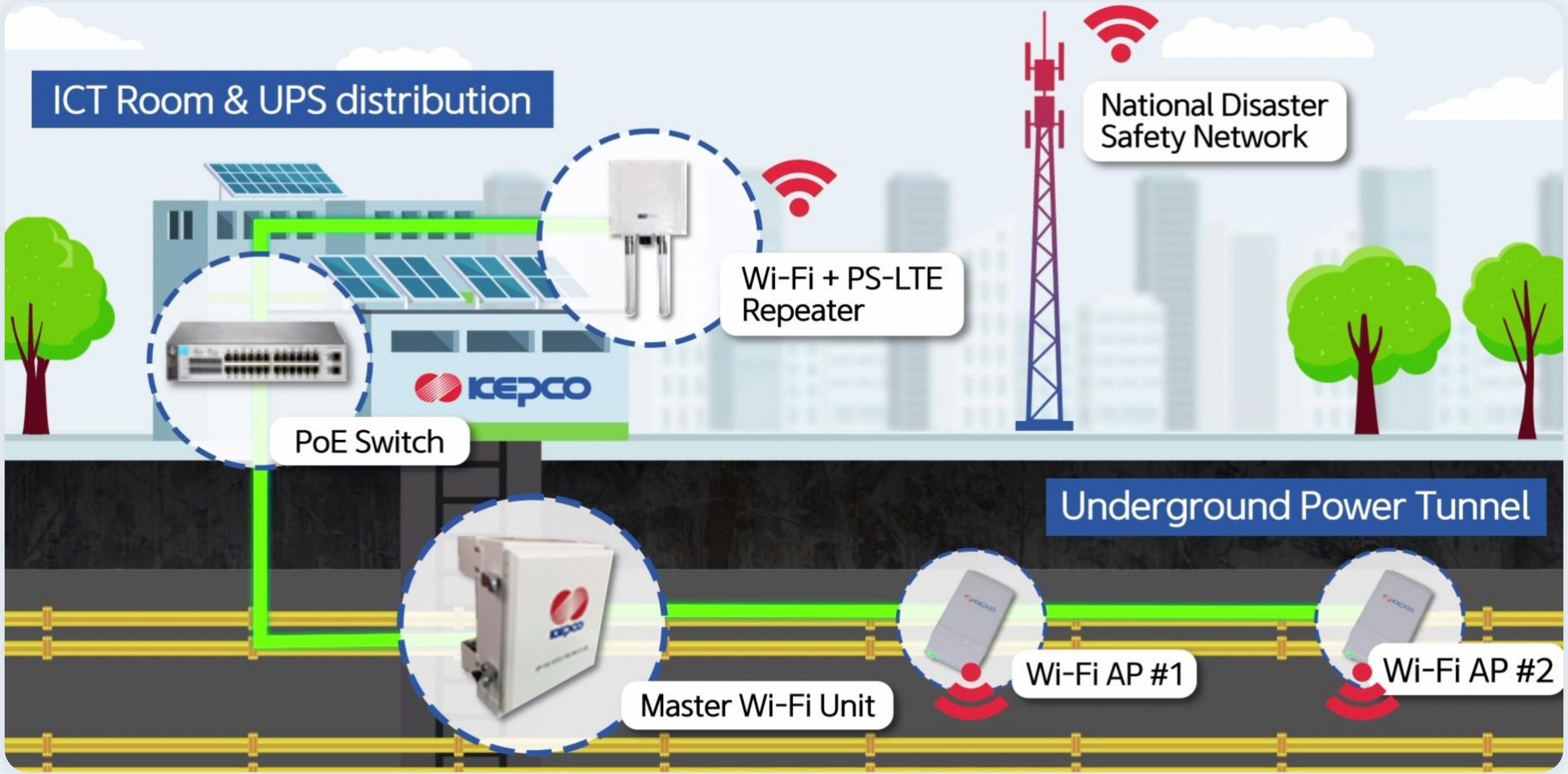








Underground Power Tunnel Emergency Wi-Fi Network



Underground Power Tunnel Emergency Wi-Fi Network

Interworking Equipment

Category	PS-LTE Transceiver	Main Unit	Wi-Fi Device (AP)	PS-LTE Terminal
Key Function	Connects to the PS-LTE base station network	Interfaces with the PS-LTE transceiver and performs frequency conversion	Provides Wi-Fi connectivity for PS-LTE terminals	Dedicated Terminal for emergency communication
Equipment				

Expected Benefits

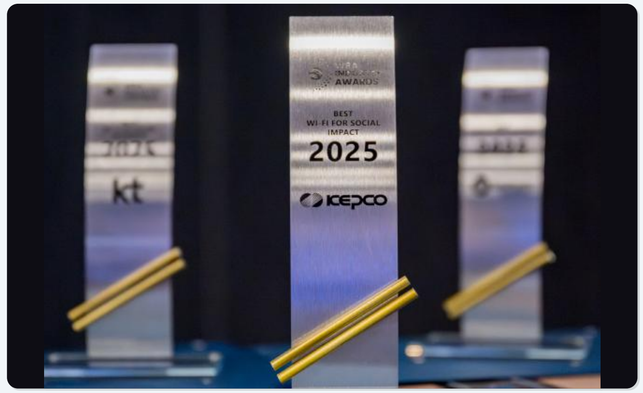
Strengthened emergency response among disaster-response agencies and **reduced lower investment costs**

As-Is	To-Be
Internal calls only	• [Expanded Coverage] Connectivity with emergency agencies
Higher deployment cost	• [Cost Reduction] Lower cost using existing tunnel Wi-Fi
Voice only	• [Enhanced Functions] Video, Text, and Multimedia support

Underground Power Tunnel Emergency Wi-Fi Network

The World's First Utility to Win the WBA Industry Award

- [**Award Category**] **Best Wi-Fi for Social Impact**
- [**Significance**] Enhancing worker safety, emergency response, and public service innovation
  - Integrates Wi-Fi with the PS-LTE network in underground power cable tunnels to strengthen emergency response by local governments, police, and fire departments.
- **Award Ceremony** (2025 WBA Industry Awards / Paris, France / Oct. 15, 2025)

Award Ceremony	Award Certificate	Award Trophy
		

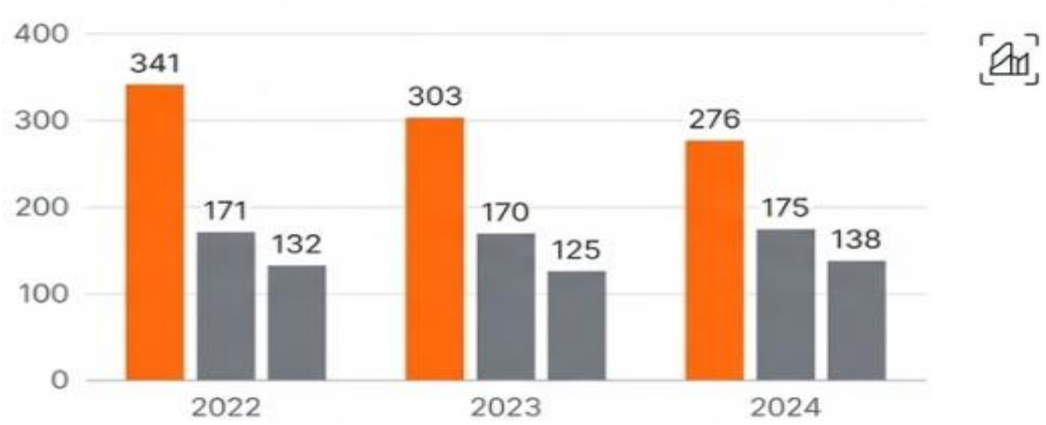
Wi-Fi 7-Enabled AI Smart Safety System

Background

Many accidents occur in construction sites with telecommunication dead zones.

Construction leads industrial accident fatalities by a wide margin 1st

(approx. 300 deaths/year)







Wi-Fi 7-Enabled AI Smart Safety System



Background

Transitioning from fragmented monitoring under current communication constraints to **Wi-Fi 7 infrastructure and high-precision complex AI analysis**

AS – IS (Problems)

- **Infrastructure limits** : Signal interference and dead zones from site characteristics
- **Analysis inefficiency** : Fragmented video analysis
- **Frequent process changes** : fixed infrastructure at frequently changing sites

TO – BE (Improvement Direction)

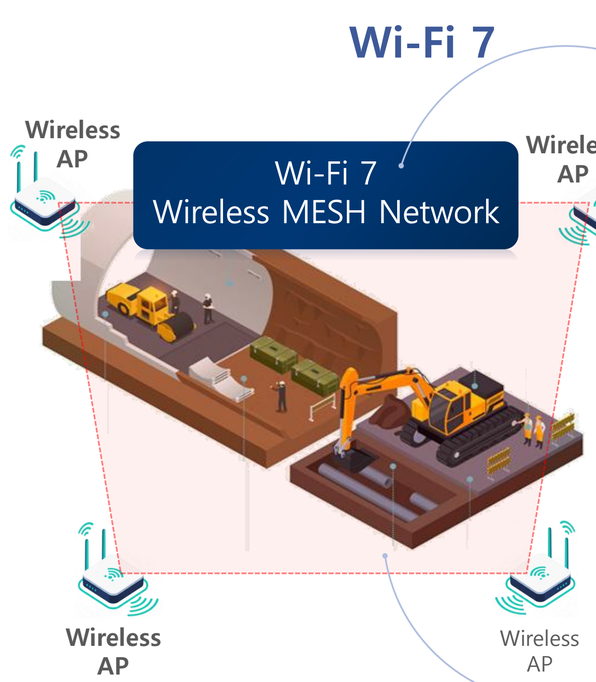
- **Wi-Fi 7 based** : ultra-high-speed, low-latency communication infrastructure
- **Intelligent integrated control** : hybrid modules and AI-based complex analysis → improved accuracy
- **Mobile control system** for temporary deployment at small-scale sites

Problems from physical & environmental factors → We aim to solve existing problems using **Wi-Fi 7**

Wi-Fi 7-Enabled AI Smart Safety System

Wi-Fi 7 Based Real-Time Integrated Control System for Smart Site Safety

Smart Safety Management System Site



Smart Safety Equipment

Hybrid Communication Module

CCTV
- Real-time video monitoring

Hybrid Communication Module

Worker Location
- Real-time Worker Location Tracking

Hybrid Communication Module

Collapse Detection
- Displacement Measurement
- Collapse Risk Transmission

Hybrid Communication Module

Toxic Gas Measurement
- Real-time Gas Sensing
- Hazard Data Transmission

Smart Safety Equipment

Hybrid Communication Module

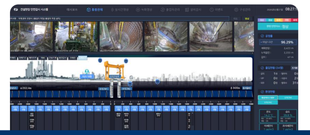
Edge AI Video Analysis
- Fire, Helmet, Danger Zone & Collapse Detection

Wireless AP (Master)

Switch Hub

Safety Mgmt. Server

Mobile Central Controller



AI-fused complex safety monitoring

LTE/Satellite Communication

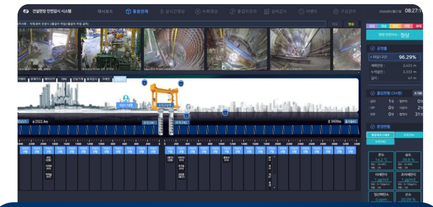
Remote Monitoring

F/W

Switch Hub

Smart Safety Mgmt. Platform Server

Monitoring PC



AI-fused complex safety monitoring

Wi-Fi 7-Enabled AI Smart Safety System

Background

6GHz Dedicated Band as Backbone for Seamless Communication

MLO (Multi-Link Operation)

- 2.4/5/6GHz simultaneous band usage
- Automated band allocation to prevent congestion

6GHz Dedicated Backbone

- Interference-free 6GHz dedicated network(from commercial Wi-Fi)
- Lossless simultaneous transmission for 20+ HD AI CCTV channels

Self-Healing MESH

- Automatic rerouting/reconnection within 3 seconds during AP failure (eliminating dead zones)



Maintain wireless integrity → Secure safety network

Solution 3

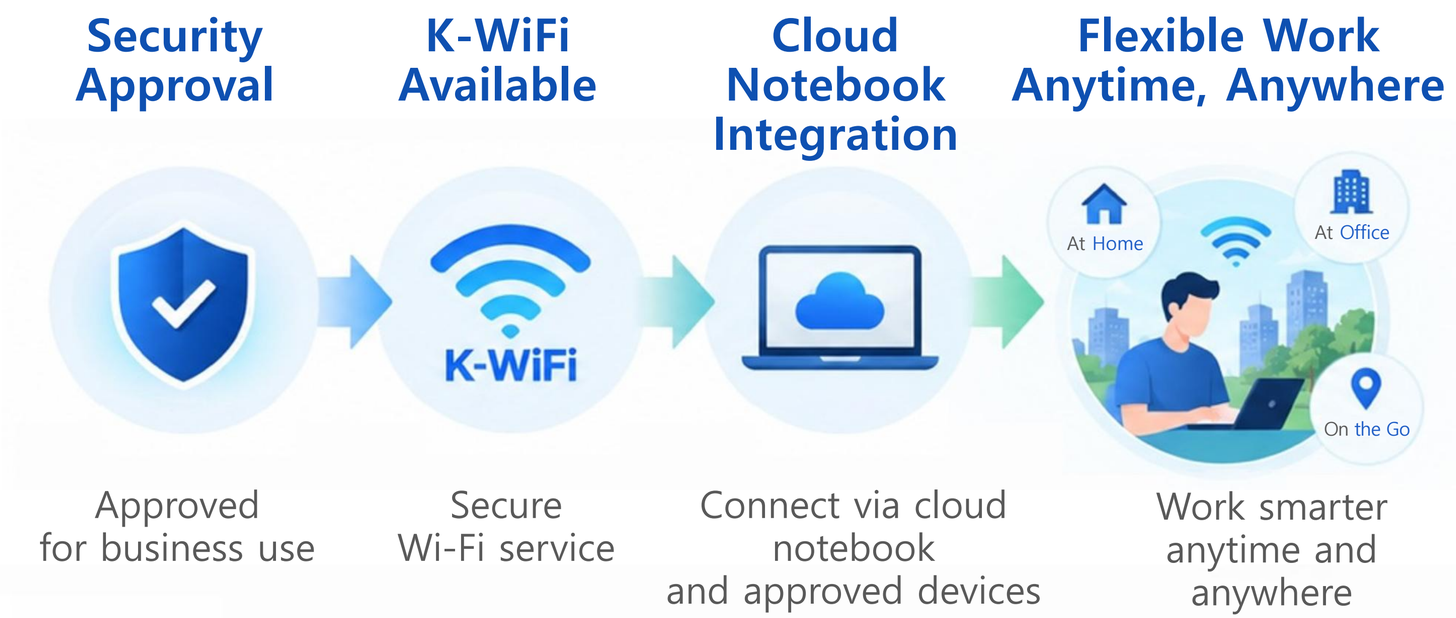
Secure K-WiFi Access for Smarter Work

1. **Due to national information security regulations**, commercial Wi-Fi usage was previously restricted.

2. **Following security approval,** K-WiFi service was introduced for authorized business use.

3. **Employees now connect** through cloud notebooks and approved devices.

4. This supports **flexible work anytime and anywhere** with secure internet access.





Solution 3

K-WiFi in Everyday Workspaces



Office Work Areas



Meeting Rooms, Lounges

K-WiFi

Thank You

KEPCO

Global Energy & Solution Leader



Wireless Global Congress EMEA



Sachin Chickballapur

Chief Technology & Product Officer, Airties

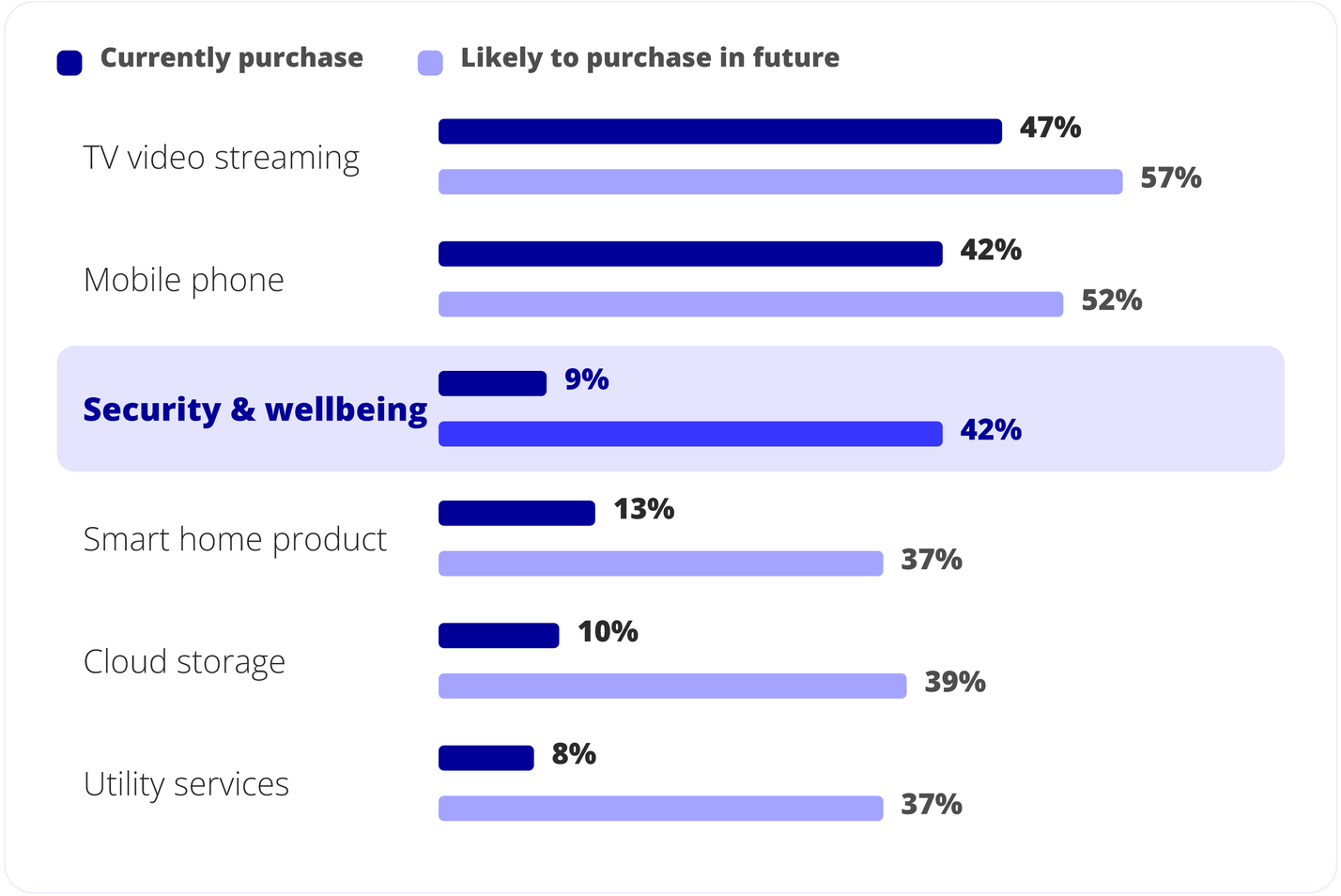
Use Cases of Wi-Fi Networks in the Power Sector for Enhancing Public Safety

SMB Cybersecurity for the AI era

Sachin Chickballapur
Chief Technical and Product Officer, Airties



Security is the fastest growing service subscribers want to bundle with their broadband



Source: EY, 2026

Security & wellbeing

9%

currently purchase

42%

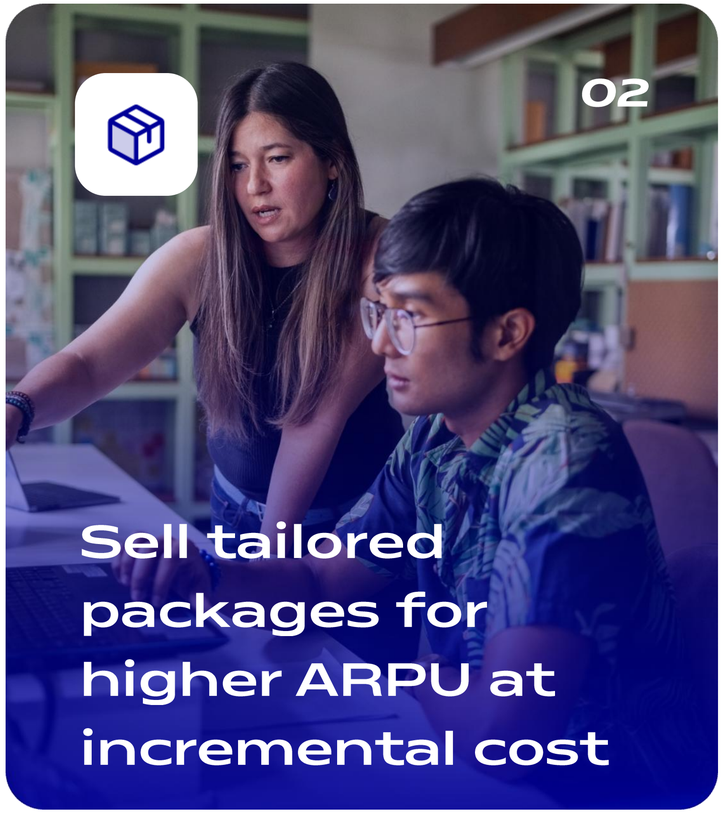
likely to purchase in future

Monetizing the SMB segment



01

SMBs are an untapped revenue opportunity



02

Sell tailored packages for higher ARPU at incremental cost



03

Cybersecurity is the #1 need

Cybersecurity risks will rise in an Agentic Business

A hacked AI agent can hand over your customer data



Australia launches urgent review after OpenAI program hacks government health portal

24 September 2026

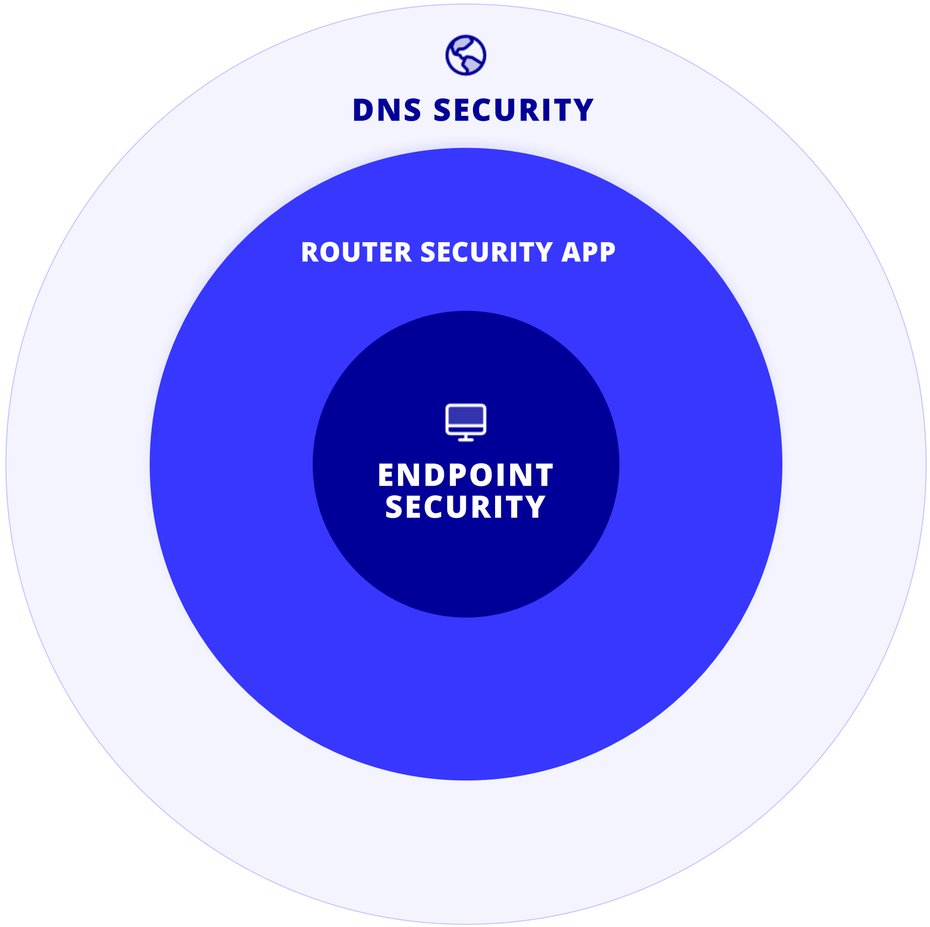
Autonomous agents expand the attack surface

More sophistication, scale and speed: security needs to adapt

Malicious actors need to be blocked

Download the report

A layered security approach creates protection and commercial opportunity



End-to-end protection

Advanced security options

Monetize premium services

The router is the next critical defense layer

Protective shield for all connected devices

Mass market protection across the subscriber base

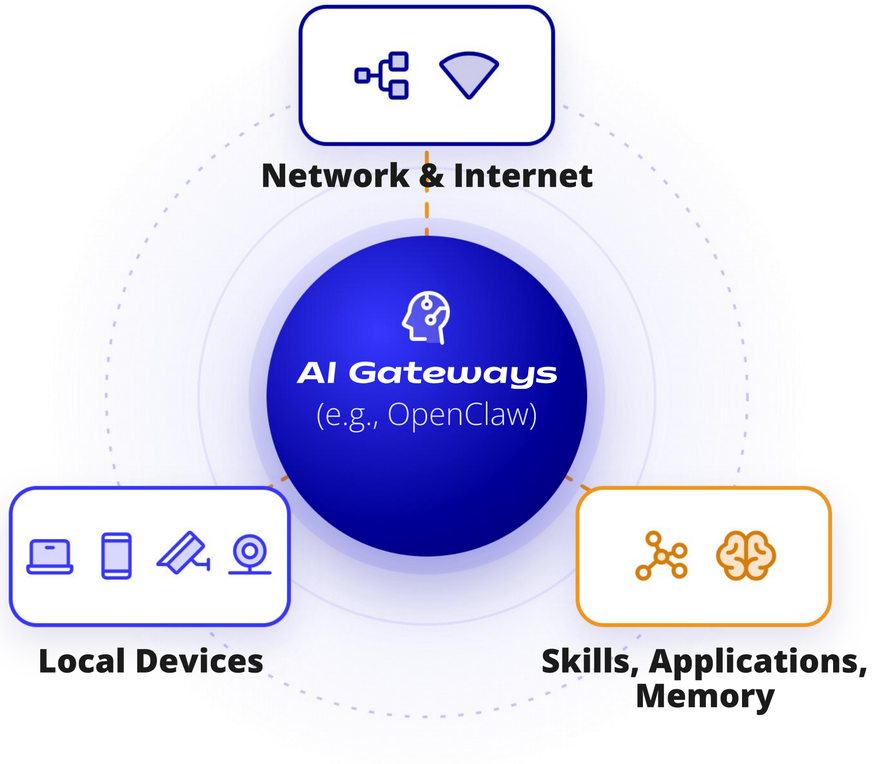
Threat detection powered by connectivity intelligence

Advanced security features for deeper protection

Critical capabilities for small businesses

Futureproofing against AI-driven threats

An Agentic Shield protects against emerging threats

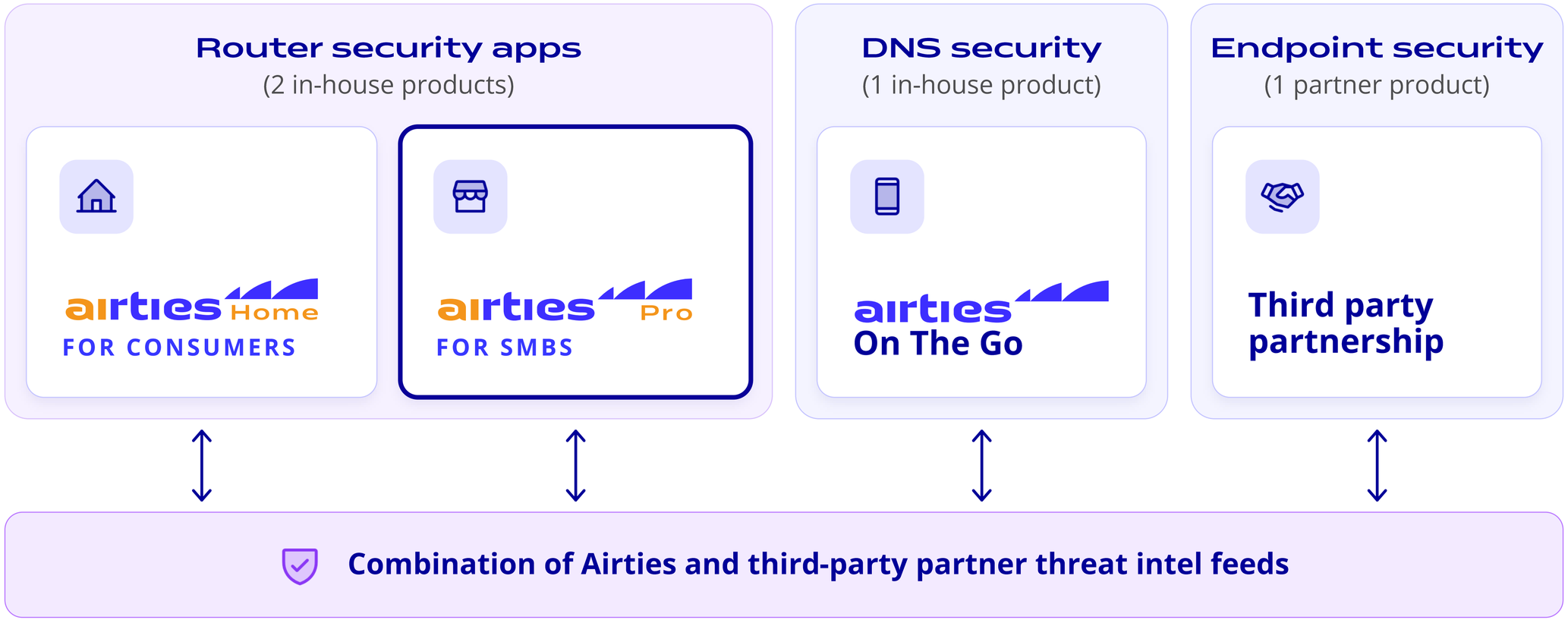


A **Discover and reduce exposure**

B **Defend connections**

C **Contain impact**

Airties Home and SMB Cybersecurity



Summary



- Incremental cost to offer subscribers what they expect
- Agentic Shield for a new era and emerging threats
- Strong industry partnerships enabling additional security layers

Thank you!

Meet us at Stand H25

Wireless Global Congress EMEA

PANEL: Managed Services Beyond Connectivity: Are Managed Services the Next Telecom Growth Engine?



Howard Buzick

SVP Business Development, American Bandwidth



Kevin Franzen

Global Solution Architect SP, RUCKUS Networks, a Belden Company



Mario Di Dio

CEO, Helium

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WGC EMEA

NETWORKING LUNCH
BE BACK IN 65 MINUTES AT 2.20 PM CET

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Bruno Tomás

CTO

WBA CTO Innovation Forum 2027 Trends

Wireless Global Congress EMEA

INNOVATION FORUM (BY CTOG) – VISIONING THE FUTURE



Wireless
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Wireless Broadband Alliance

Time	Presentation
2:20 PM	**WBA CTO Innovation Forum 2027 Trends** Bruno Tomás – CTO, Wireless Broadband Alliance
2:30 PM	**Wireless Disruptions** Dean Bubley – Founder & Director, Disruptive Analysis
2:45 PM	**Innovation Forum Round Table: Building the Network of the Future: Where 6G, Wi-Fi, Satellite, AI and IoT Converge** Matthew MacPherson – Wireless CTO, Cisco Dr. Derek Peterson – Industry Expert Dean Bubley – Founder & Director, Disruptive Analysis
3:35 PM	**EVENT CLOSE**

2027 Innovation Forum Trends & Wireless Priority Matrix

CTO decision framework

Technology Domain	NOW Invest & Deploy	NEXT Prepare & Pilot	STEER Standards & Influence
Wi-Fi 7 Massification	Primary priority 🔥	MLO	—
Neutral Host (Private, DAS, ORAN)	Active / Exploratory Key use cases · Regional approach	—	Strategic priority 🔥 Clear roles · Policy definition
Wi-Fi 8 Next Generation	—	Emerging 🔥 Cert / AI-ML	Primary priority 🔥 Deployment · ITU · Standards steering
6G (Convergence & Private Networks)	—	—	Primary priority 🔥 Policy · Seamless mobility · Wi-Fi architecture OpenRoaming non-SIM
Satellite Integration & Use Cases	—	Primary priority 🔥 Resilience vs mass market · D2D + indoor / OR / OTT	—
IoT at Scale (Security, Lifecycle & Ops)	Primary priority 🔥 Realistic use cases · Control plane	Relevant 🔥 IoT convergence	—
AI / ML in Networks (Automation)	Primary priority 🔥 AI-assisted Wi-Fi · Short term · Autonomous	—	Strategic priority 🔥 Wi-Fi for AI vs AI for Wi-Fi
QoE Delivery as a Business KPI	Primary priority 🔥 QoE-KPI · AI complement	—	Relevant 🔥 E2E requirements

NOW = budgeted and deployed • **NEXT** = architecture, pilots, skills • **STEER** = deliver standards, shape roadmaps

Wireless
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Dean Bubley

Founder & Director, Disruptive Analysis

Wireless Disruptions

Disruptive Analysis

Don't Assume

Wireless Disruptions

Dean Bubley, Disruptive Analysis

WBA WGC EMEA, October 2026, Vienna

dean.bubley@disruptive-analysis.com @disruptivedean

Image credits: ChatGPT / Pixabay.com / Dean Bubley / Midjourney AI

Disruptive Analysis
Don't Assume

Unthinkable©

6G RESET

DEAN & BEN TALK TECH

Dean Bubley & Disruptive Analysis



- Tech/telecom analyst & strategic consulting since 1991
- Advisor to telcos, regulators, vendors, investors, government
- Private advisory projects, workshops & public speaking
- Futurism, Forecasting, Anti-Forecasting, Policy
- Convener of “Unthinkable Labs” on Indoor Wireless, Sovereignty



Network Tech, Policy & Business Models



Communications Apps, APIs & Services



Geopolitics, Post-Digital, AI & Telecom-Futurism

Copyright Disruptive Analysis Ltd 2026

No shortage of disruptions!

AI	WiFi 8/9	Sovereignty & Trade	Security
6G	Sensing	Spectrum	Policy & DNA
Satellite	Energy	Indoor-primary	Defence

Copyright Disruptive Analysis

No shortage of disruptions!

AI	WiFi 8/9	Sovereignty & Trade	Security
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6G	Sensing	Spectrum	Policy & DNA
Satellite	Energy	Indoor-primary	Defence

Copyright Disruptive Analysis

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Dean Bubley

Tech Industry Analyst & Futurist | Influential advisor & speaker with 25yrs+ in Telecoms Strategy, 5G /...

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Innovation Forum Round Table: Building the Network of the Future: Where 6G, Wi-Fi, Satellite, AI and IoT Converge



Matthew MacPherson

Wireless CTO, Cisco



Dr. Derek Peterson

Industry Expert



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Founder & Director, Disruptive Analysis

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Global Congress
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The Ministers

A CONNECTIVITY CABINET

UNITING ECOSYSTEMS. POWERING PEOPLE. SHAPING THE CONNECTED WORLD.



Wireless Global Congress EMEA



Bruno Tomás

Chief Technology Officer, Wireless Broadband Alliance

Wrap-up - Next Steps for CTO Innovation Forum

Wireless
Global Congress
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Tiago Rodrigues

President & CEO, Wireless Broadband Alliance

Welcome Opening Address

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Wireless Global Congress
Wireless Broadband Alliance

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Q1 2027 | Q2 2026 | Q4 2026



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TOKYO, JAPAN.
TOKYO INNOVATION BASE

26 Jan - Open Congress

27 – 28 Jan - Working Sessions
(Strictly Members Only)



Wireless Global Congress – Americas

DALLAS, USA.
WESTIN IRVING CONVENTION CENTER

18 - 19 May - Open Congress)

20 - 21 May – Working Sessions
(Strictly Members Only



Wireless Global Congress – EMEA

VIENNA, AUSTRIA.
VIENNA CONFERENCE AND CONGRESS CENTRE (VIECON)

12 - 13 Oct - Working Sessions
(Strictly Members Only)

14 - 15 Oct - Open Congress

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