

# State of Home Wi-Fi & What's Coming Next

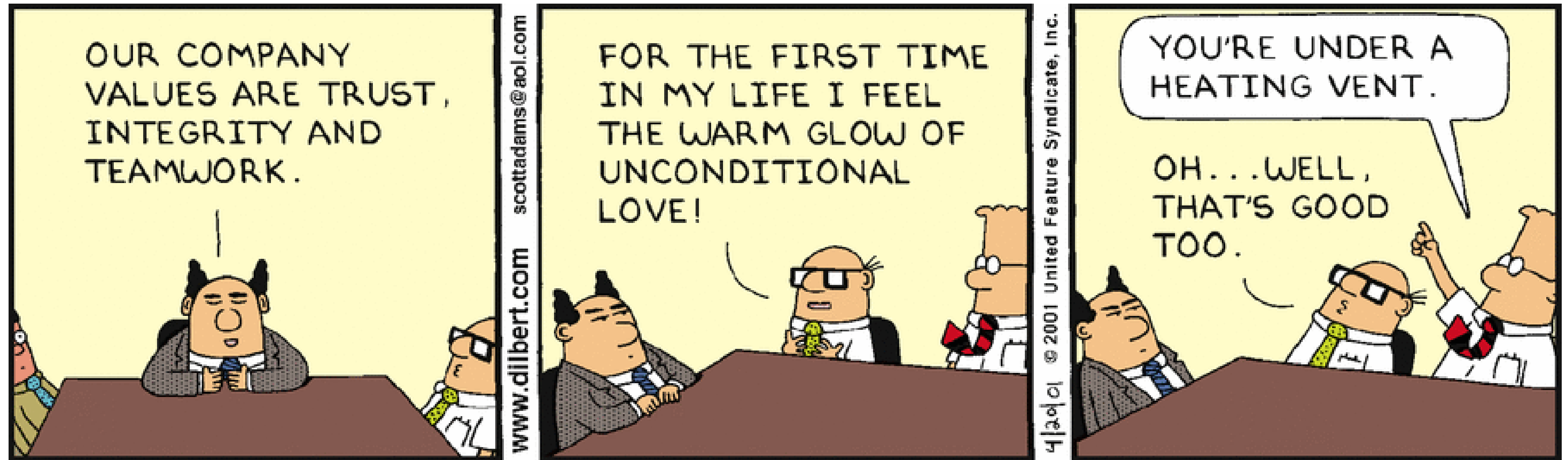
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Wireless life

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## Trust... Earned or..?



All rights to Dilbert!

## AirTies – Expertise you can trust

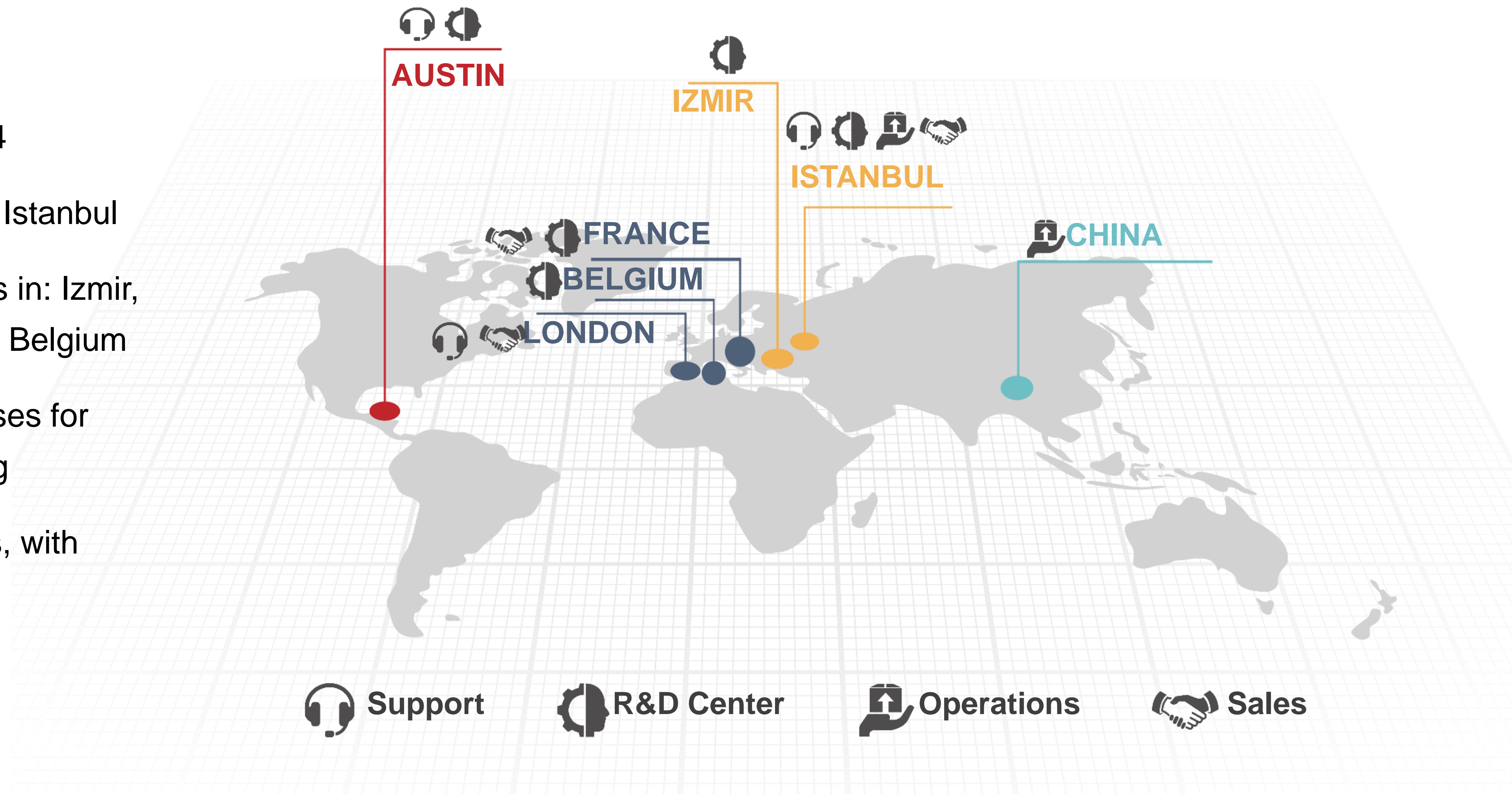
- More than **25 million homes** worldwide powered by AirTies' technology
- Over **15 years experience** perfecting Wi-Fi technologies
  - Going beyond the industry standards to resolve real-life deployment issues
  - Chipset & platform agnostic to offer advanced Wi-Fi solutions that mark the difference with competition
  - 80% of employees work in Engineering & R&D
- Extensive experience in supporting customer deployments worldwide
- Direct support for all Wi-Fi issues (without involving chipset or OEM)
- Intellectual Property (IP) with over 30 Wi-Fi related patents granted and pending
- Full portfolio with standalone Mesh & managed Wi-Fi offering





## AirTies – Key Facts

- Founded in 2004
- Headquarters in Istanbul
- Additional offices in: Izmir, UK, US, France, Belgium
- 9 Wi-Fi test houses for real world testing
- 300+ employees, with over 210 in R&D
- Privately held



## Wi-Fi is in fact crucial to owning the broadband subscriber relation

- Allows service providers a differentiated broadband offer
  - Premium Wi-Fi as a service to drive ARPU
  - Bundled as an incentive for higher tier offers
- If no solution available through their ISP, consumers will look elsewhere
- Your customers install retail products and then look to you to troubleshoot them!
- Some tech giants are entering the Wi-Fi space
- More than just revenue, they want the opportunity for consumer insights and data consumption analysis

The image shows the logos for eero and amazon. The eero logo is in a dark blue, lowercase, sans-serif font. To its right is a vertical line, followed by the amazon logo, which is in a dark blue, lowercase, sans-serif font with a curved orange arrow underneath the letters 'a' and 'z'.The image shows the Google Wifi logo. It features the words 'Google Wifi' in a grey, sans-serif font, with 'Google' in a larger size than 'Wifi'. Below this, the text 'Home Wi-Fi solution' is written in a smaller, grey, sans-serif font.

# What can you expect from AirTies Wi-Fi?

## Whole Home Wi-Fi Coverage

- True Wi-Fi mesh with smart routing
- Wi-Fi activation on new & deployed gateways
- Prioritized 4K/UHD video with no buffering



## Dynamic network optimization

- Automatic channel selection for minimal congestion
- Reduced interference through DFS (Radar channels) enabled Wi-Fi
- DFS re-entry for mesh



## Manage client connectivity

- Intelligent client and band steering
- Dynamic guidance for clients, even moving from room to room
- Minimize impact of “bad apple” legacy devices
- Parental controls



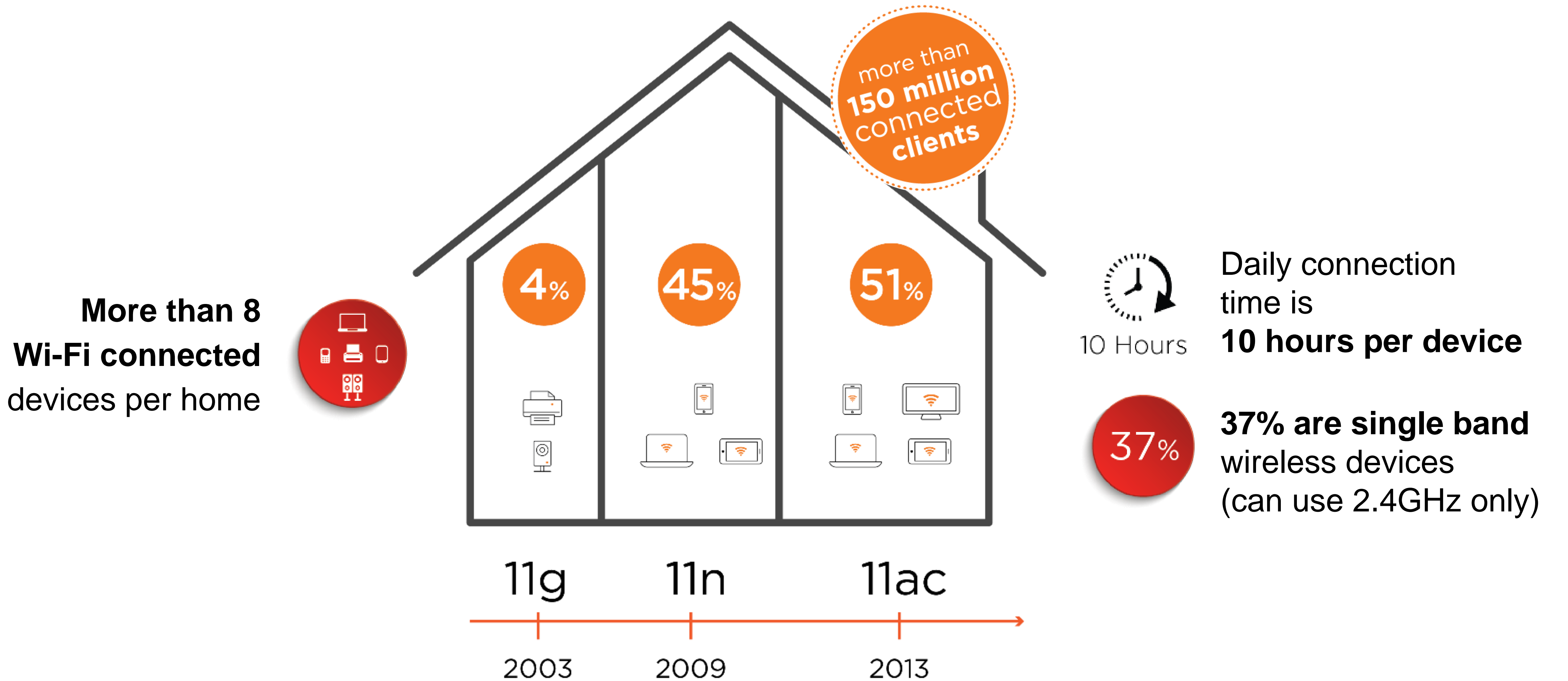
## Remote management & set-up

- Real-time monitoring & troubleshooting
- Visibility on in-home broadband needs & consumption trends
- Wi-Fi management integration with backend systems via APIs
- Apps for consumers & technicians





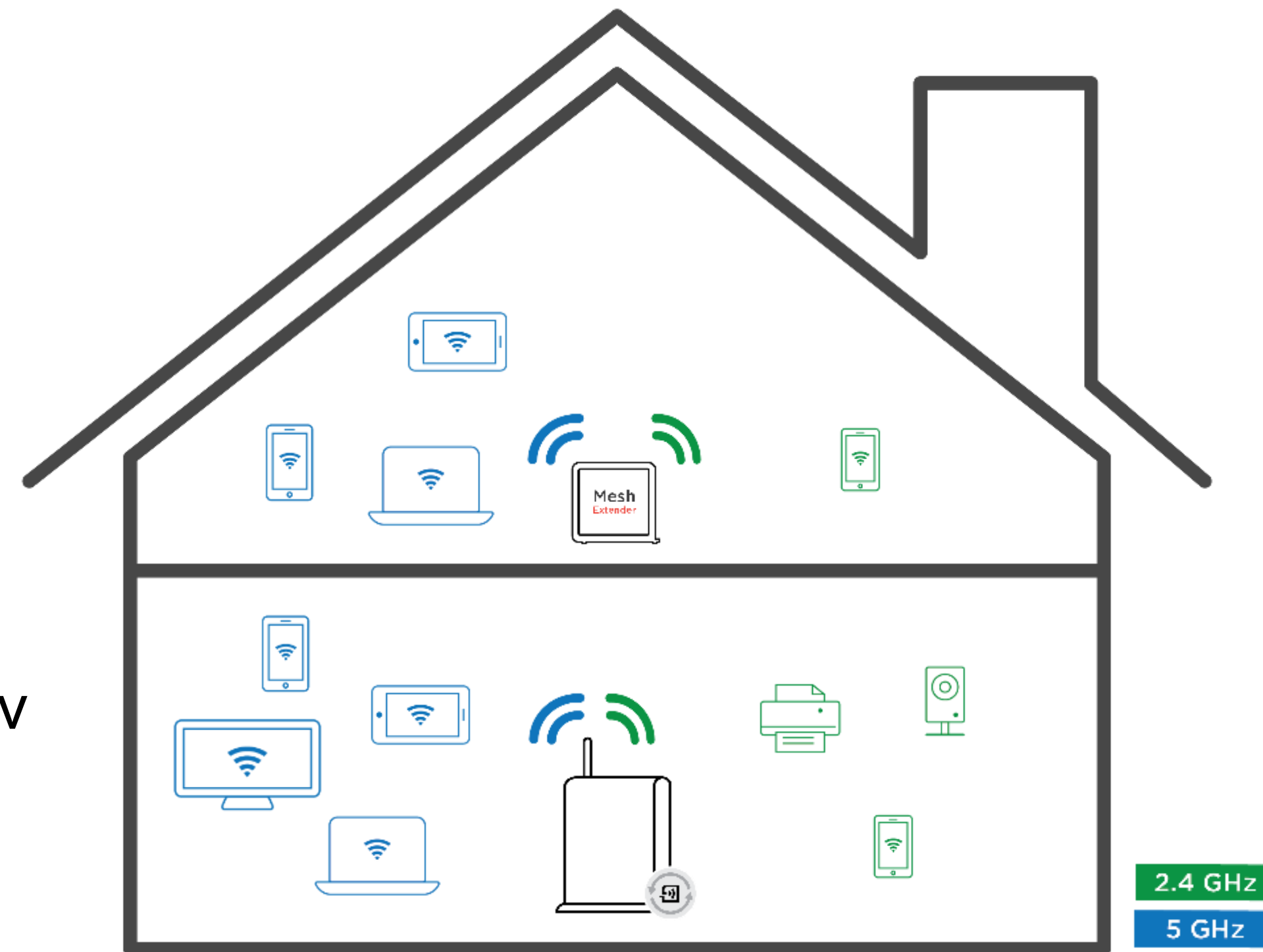
# Current state of device usage in 2019 ?



# As demand explodes, it is essential to properly manage client connectivity

## What is needed:

1. Analyze the capabilities of each client
2. Manage legacy clients that don't support 802.11v
3. Effective response to changes as users move about & switch activity



5X

At 5GHz, data rates are **5 times faster** than at 2.4GHz

## What AirTies provides:

- A. Real-time, dynamic control of how each client connects
- B. Dual band clients maintained at 5GHz radios (whenever possible)
- C. Freeing up of capacity for 2.4GHz, resolving congestion



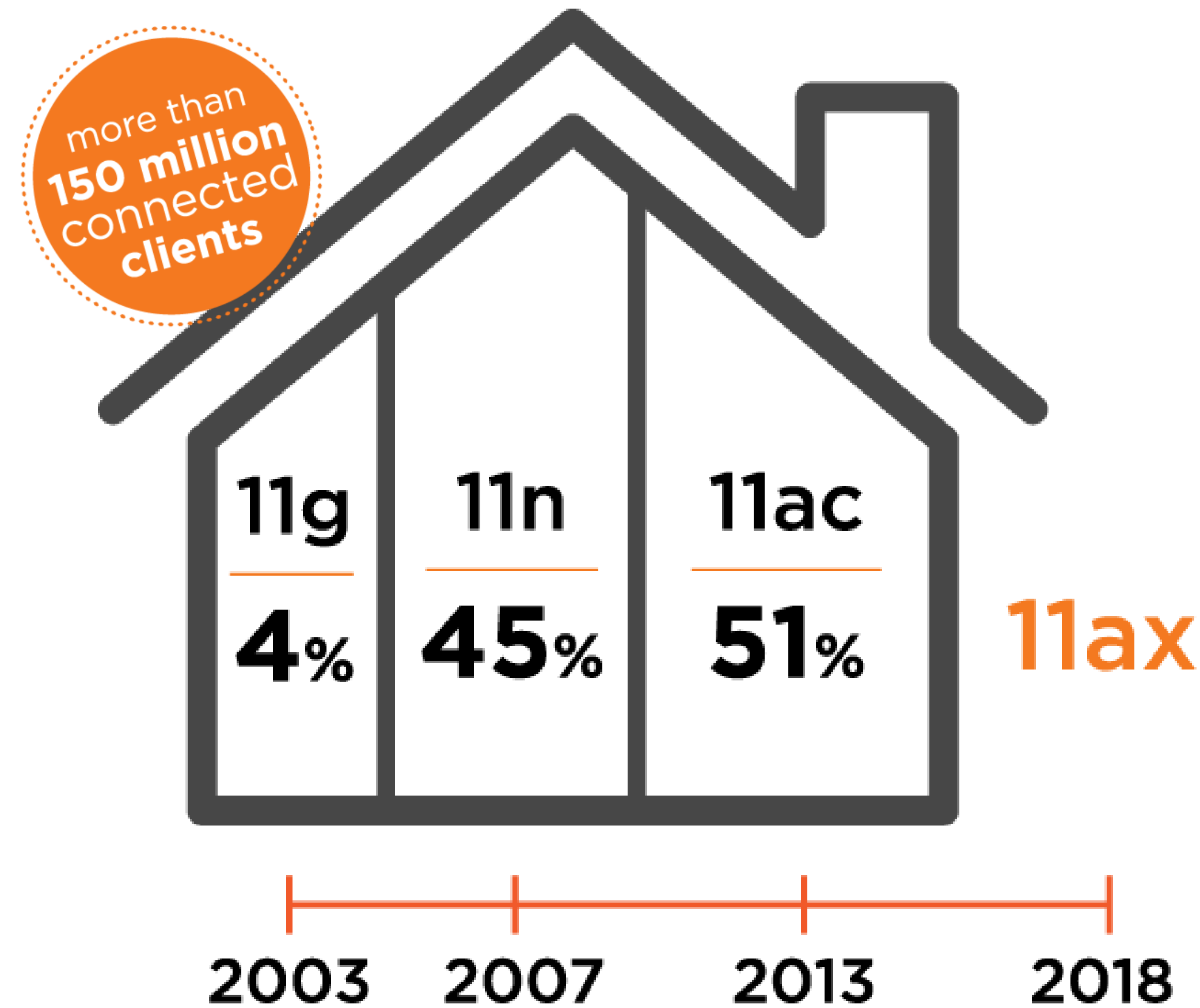
What's new??



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## Wi-Fi 6 – How long before market penetration?



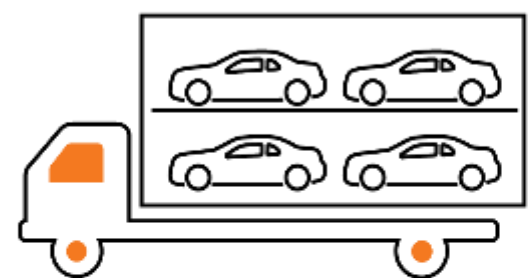
- A new Wi-Fi standard emerges every 5-6 years
- It took 11ac clients 5 years to reach 50% of the installed base
- Take up of 11ax devices will possibly be faster, but it will still take time
- For clients with very different Wi-Fi capabilities (different Wi-Fi standards and MIMO configurations), steering will be even more important to ensure best radio resource management on gateways and extenders

## What is Wi-Fi 6 expected to bring?



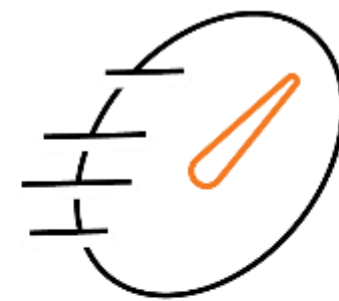
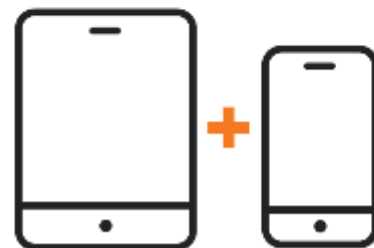
### Wi-Fi 6 advantages in a multi-AP and Mesh environment

#### Enhanced efficiency



to support  
crowded  
networks

and **growing**  
number of  
wireless clients



**Higher**  
**throughput**



**Power  
saving**

for wireless clients and IoT with

**intelligent**  
scheduling



**Faster**  
**internet  
surfing**

in crowded areas **utilizing**  
**low latency** for data loading

# EasyMesh standard

## Market Insights

- Major new standard with broad impact
  - Addressing interoperability issues between extender models
  - Requires certification
  - Defined and promoted by Wi-Fi Alliance
- Enhances the key role of the management tool
  - No new features, but:
  - Adds visibility & control of retail extender models
  - Enriches data collection information that can feed into any certified management platform (including AirTies Remote Manager)

End 2017 EasyMesh Release #1

June 2018 1<sup>st</sup> Certification

Dec 2019 EasyMesh Release #2





# AirTies Acquisition of Technicolor In-Home Wi-Fi Management Software Business and Personnel



**A partnership of market leaders**

# Thank You!



[www.airties.com](http://www.airties.com)