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ENTERING THE WiFi NOW AWARDS!

Dear WiFi NOW Award Entrant!

We're delighted that you've decided to enter the prestigious WiFi NOW Awards. This is a great opportunity for your company and products to receive the industry recognition they deserve.

Please read this carefully first:

You can enter as many categories as you find relevant and you can even enter with different products or solutions as you wish. Once we have received your payment you are officially registered as a WiFi NOW Award contestant in the particular category or categories.

For our judges to accurately and fairly evaluate your entry, you should submit answers to the questions corresponding to your category. You may submit your answers in any format you like (including by text email) as long as the category and question numbers are clearly identified in the submission. The detail level of your answers is up to you but submissions cannot exceed approximately 5 pages in length. We recommend to keep answers fairly short and instead refer (with links) to more details elsewhere as necessary.

Length of answers and deadline:

Answers (max 5 pages!) should be sent by email to WiFi NOW Awards Director Veronika Bukač at veronika@wifinowevents.com no later than October 23, 2026

And if you want to do us a favour - please send the answers well before the deadline! If you have any questions about the submission, you are also welcome to ask Yongmei. You can write to her at veronika@wifinowevents.com. Good luck!

Now go to your award category/categories within this document to find the questions!

Enjoy & good luck!

Veronika Bukač & Claus Hetting

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Best In-Home Wi-Fi Product

We want to identify and honour the company (product, solution, hardware, software) that has the best solution for giving in-home Wi-Fi consumers what they want: Great Wi-Fi in every room of the house for all devices, great services, easy setup (if relevant), etc. The category is open for vendors- including startups - as well as service providers.

1. Tell us in a few words how your product delivers great Wi-Fi (and services)
2. Describe any unique use of advanced technology pertaining to your product and/or solution
3. If relevant highlight how your product enhances the consumer's Wi-Fi experience directly
4. If possible provide evidence of your product's performance & go-to-market results
5. Describe and justify the growth potential of your product and your business model

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Best Wi-Fi Service Provider

We want to honour the world's best Wi-Fi service provider! We use the word 'service provider' in a general sense meaning that the category is open to any company providing Wi-Fi connectivity services to the public or enterprises on any scale. The category is of course also open to mobile, fixed, or converged carriers.

1. Tell us in a few words why you believe you should be chosen Best Wi-Fi service provider
2. Evidence and explain why you believe your Wi-Fi services provide exceptional value (quality, user experience, security, price, coverage / location, unique services, etc.)
3. Explain specifically how you provide an outstanding user experience & quality of service
4. Highlight what you believe is your exceptional use of Wi-Fi technology
5. Describe & qualify how your business model is scalable & innovative

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Best Wi-Fi Startup

We want to honour the world's best Wi-Fi startup! This category is open to technology vendors and service providers: It requires that your company has a yearly revenue of less than $10M (we're not requiring documentation) and that you're developing or commercialising your own technology, products, or solutions. It's a fairly open category with focus on innovation, business value, and growth. Answer the following questions:

1. Tell us in a few words why you should be chosen Best Wi-Fi startup
2. Tell us about the problem (technical, commercial) you are solving and how you are solving it
3. Highlight any innovative technology or new business model that you have created
4. If possible give give evidence of results (technical, commercial) and client references
5. Quantify & qualify the growth opportunity that your product or service represents

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Best Wi-Fi Innovation

Have you invented a revolutionary Wi-Fi service, product, or solution? This category is open to technology vendors and service providers of any kind. It's a fairly open category but you need to demonstrate to us the growth potential and uniqueness of your innovation.

1. Tell us about your invention in a few words
2. Tell us about the problem (technical, commercial) you are solving and how you are solving it
3. Qualify the technical uniqueness and commercial value of your innovation / invention
4. Quantify your innovation's growth potential and substantiate with cases or references
5. Tell us how your innovation contributes to the growth of the wider Wi-Fi industry ecosystem

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Best Wi-Fi Internet of Things Product

We want to honour the Wi-Fi IoT pioneers! This category is open to technology vendors and service providers of any kind. You must document how your product makes use of known Wi-Fi standards such as 802.11n, 802.11ac, or 802.11ah (HaLow).

1. Tell us about your product or solution in a few words
2. Tell us about the problem (technical, commercial) you are solving and how you are solving it
3. Qualify the technical uniqueness and commercial value of your innovation / invention
4. Quantify your innovation's growth potential and substantiate with cases or references
5. If relevant tell us how your innovation contributes to the growth of the wider Wi-Fi industry ecosystem

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Best Enterprise Wi-Fi Solution

We want to honour the vendor that has created the most value in the enterprise Wi-Fi segment. You must document how your product makes use of known Wi-Fi standards – or associated standards - to create exceptional value for enterprises.

1. Tell us about your product or solution in a few words
2. Tell us about the problem that you are solving and how you are solving it
3. Qualify the technical uniqueness and commercial value of your solution
4. Quantify your innovation's growth potential and substantiate with cases or references
5. If relevant tell us how your innovation contributes to the growth of the wider Wi-Fi industry ecosystem

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Best Service Provider Wi-Fi Solution

What vendor that has created the most value for the service provider Wi-Fi and/or 60 GHz unlicensed segments? That's what we want to determine here. You must document how your solution or products make use of known Wi-Fi standards (including in 60 GHz) to create exceptional value for service providers.

1. Tell us about your product or solution in a few words
2. Tell us about the problem that you are solving and how you are solving it
3. Qualify the technical uniqueness and commercial value of your solution
4. Quantify your innovation's growth potential and substantiate with cases or references
5. If relevant tell us how your innovation contributes to the growth of the wider Wi-Fi industry ecosystem

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Affordable Connectivity Award

Several billion people on Earth still have access to the Internet. One of the most important and honourable tasks for service providers is to make Internet access affordable. And Wi-Fi is the right low-cost technology to do just that. With this award we want to honour & recognise a service provider that is using Wi-Fi (including 60 GHz) to connect the unconnected in emerging

markets - or even in regions of the West, where Internet access is scarce or expensive or both. The category is open to any service provider: Private, governmental, educational, non-profit or for profit, etc.

1. Tell us about your affordable access service and why you think you should win this award
2. Explain how your service is making optimal use of Wi-Fi technology
3. Quantify and qualify how your service is making a socio-economic impact on the communities you serve (boosting commerce, education, creating jobs, etc.)
4. If relevant, explain how you think your project will scale and ramp-up to serve more people.

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Best Consumer Wi-Fi Router

Consumer-grade Wi-Fi routers - meaning any Wi-Fi networking device you can buy in retail outlets such as mesh systems or stand-alone consumer-grade access points - are immensely popular. But which mesh system or single AP wows consumers the most? This category is open to vendors producing consumer-grade Wi-Fi routers.

1. Tell us about your product in a few words
2. Tell us why you believe your router represents the highest value to consumers
3. Highlight any innovative features (industrial design, software, hardware, Cloud, etc.) that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Consumer Wi-Fi Device

Wi-Fi-capable devices for consumers - including of course phones, tablets, laptops, gaming consoles, VR headsets, wearables, etc. - are immensely popular. But which device wows consumers the most with its Wi-Fi connectivity capabilities? This category is open to vendors producing Wi-Fi-capable devices to be used by consumers.

1. Tell us about your product in a few words
2. Tell us why you believe your device represents the highest value to consumers
3. Highlight any innovative features (industrial design, software, hardware, Cloud, etc.) that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Wi-Fi Testing or Tools Platform

Great testing and tools are critical for making high-quality Wi-Fi devices and services happen. The category is open to any vendor producing Wi-Fi testing or tools platforms including networking planning tools as well measurement tools and platforms whether they are for R&D, certification, deployment, online testing, or validation/verification purposes.

1. Tell us about your product in a few words
2. Tell us why you believe your device represents the highest value to businesses
3. Highlight any innovative features that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Wi-Fi Deployment Solution

With the need for Wi-Fi everywhere rising, this category is for any vendor or service provider that has created solutions to aid in the effective and cost-efficient deployment of enterprise Wi-Fi networks (typically hardware for AP, antenna, and other installations) in any or multiple enterprise segments such as outdoor campus, stadiums, health facilities, carpeted enterprise, etc.

1. Tell us about your product in a few words
2. Tell us why you believe your device represents the highest value to businesses
3. Highlight any innovative features that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Ultra-Wideband Solution

Ultra-wideband is one of the world's most versatile wireless solutions, capable of location services, asset tracking, connectivity, and sensing. This category is open to anyone creating or applying UWB technology in order to add value to businesses or individuals. Applicants can be hardware, software, or service providers including silicon vendors, Wi-Fi AP providers, software solution / platform vendors, client device vendors, and more.

1. Tell us about your product in a few words
2. Tell us why you believe your solution represents the highest value to businesses and/or users
3. Highlight any innovative features that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Wi-Fi Sensing Solution

Wi-Fi Sensing is evolving fast as one of the most important non-connectivity applications of Wi-Fi among service providers, enterprises, and industry. It is also becoming increasingly accurate and holds significant potential for powering a host of new use cases within intelligent spaces and physical AI.

1. Tell us about your product in a few words
2. Tell us why you believe your solution represents the highest value to businesses and/or end-users
3. Highlight any innovative features that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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Best Wi-Fi HaLow Solution

Wi-Fi HaLow is coming of age fast as one of the world's preferred connectivity solutions for wireless IoT and intelligence at the edge. This category is open to anyone creating or applying Wi-Fi HaLow technology in order to add value to businesses or individuals. Applicants can be hardware, software, or service providers including silicon vendors, AP providers, software solution / platform vendors, client device developers, and more.

1. Tell us about your product in a few words
2. Tell us why you believe your solution represents the highest value to businesses and/or users
3. Highlight any innovative features that makes your product unique
4. We have no way of testing and verifying your product's performance - but feel free to send us links to any tests or reviews that may have been performed

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