

Wi-Fi CERTIFIED™ ensures interoperability and security



Wi-Fi Alliance® members in good standing have the opportunity to certify products and leverage the globally recognized [Wi-Fi CERTIFIED™ logos and brand](#). The Wi-Fi CERTIFIED brand designates products with proven interoperability, backward compatibility, and the highest industry-standard security protections in place. Only Wi-Fi Alliance members can certify products, enabling members to differentiate product lines and assure customers high level quality and performance.



What is Wi-Fi CERTIFIED?

[Wi-Fi CERTIFIED](#) is the flagship product certification program from Wi-Fi Alliance which leverages more than twenty years of experience in ensuring products meet industry-agreed standards. Through industry-developed comprehensive testing, Wi-Fi Alliance certification programs ensure that Wi-Fi® products from multiple manufacturers work well together. As Wi-Fi use has grown and evolved, so has the Wi-Fi CERTIFIED program. Certification is available for a wide range of consumer, [enterprise](#), and [operator](#)-specific products with a variety of functions, including smartphones, appliances, computers and peripherals, networking infrastructure, and consumer electronics.

Why certify?

Wi-Fi CERTIFIED products offer [benefits](#) across the Wi-Fi ecosystem. Certified interoperability supports lower return rates, reduced support costs, higher customer satisfaction, and increased sales volumes. The Wi-Fi CERTIFIED logo gives consumers confidence that Wi-Fi devices deliver a positive user experience, regardless of brand. Retailers and service providers request Wi-Fi CERTIFIED products to offer customers high quality, [secure](#) devices that deliver good user experiences.

Products can be certified for core Wi-Fi functionality, such as for [Wi-Fi CERTIFIED 6™](#) and other Wi-Fi generations, as well as specific applications, such as [multiple access point Wi-Fi systems](#), and [seamless connectivity](#) experiences while mobile.

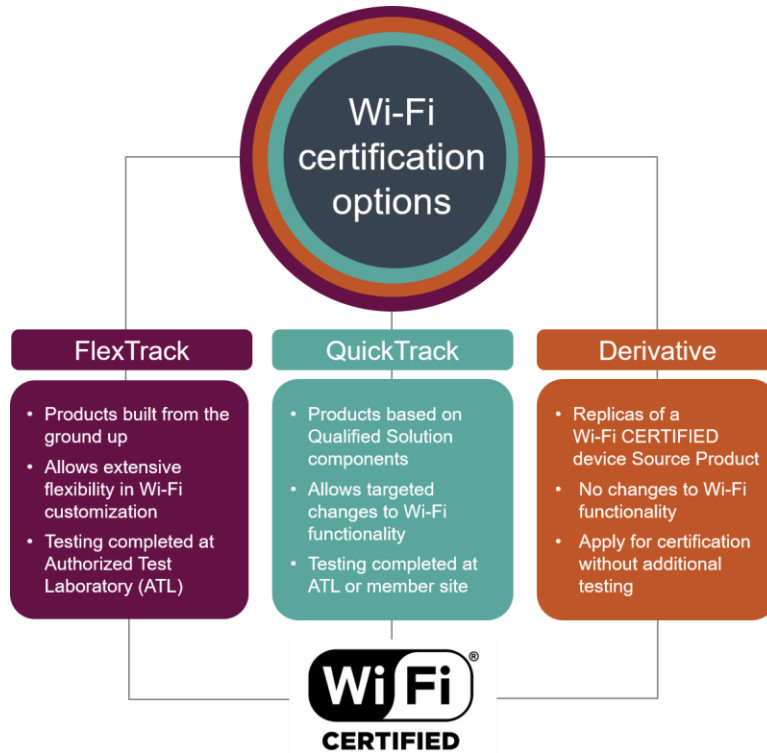
Certification paths

To meet the diverse needs of all members, Wi-Fi Alliance offers three paths to certify Wi-Fi products. These paths accommodate multiple product development approaches—from creating a product design built from original components to branding products designed and manufactured by another Wi-Fi Alliance member. Members will find the right fit for testing and certification to meet their needs, with tools created that support variation in testing method and test location options.

FlexTrack: Tailored to highly differentiated products designed from the ground up. FlexTrack allows extensive flexibility in Wi-Fi functionality customization and optimization. Testing is completed at an Authorized Test Laboratory (ATL).

QuickTrack: Tailored to products based on suppliers' solutions that have already completed full Wi-Fi functionality testing as part of a Qualified Solution. [QuickTrack](#) allows targeted modifications to Wi-Fi components and functionality. Testing is completed at an ATL or member testing site.

Derivative: Tailored to product portfolios where multiple products use identical Wi-Fi designs, such as multiple television models with the same Wi-Fi module or branding appliances designed by another vendor. Members apply for certification of derivative products without the requirement to complete testing.



Wi-Fi CERTIFIED: Technology to trust

Wi-Fi Alliance® is the worldwide network of companies that brings you Wi-Fi®. Members of our collaboration forum come together from across the Wi-Fi ecosystem with the shared vision to connect everyone and everything, everywhere, while providing the best possible user experience. Since 2000, Wi-Fi Alliance has completed more than 65,000 Wi-Fi certifications. The Wi-Fi CERTIFIED™ seal of approval designates products with proven interoperability, backward compatibility, and the highest industry-standard security protections in place. Wi-Fi Alliance continues to drive the adoption and evolution of Wi-Fi, which billions of people rely on every day.

Learn more: www.wi-fi.org/certification

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