

# Carlson Returns to Super Wi-Fi Summit

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In two short weeks, Carlson Wireless will be attending and speaking at the [Super Wi-Fi Summit](#) at The Rio in Las Vegas. Carlson has attended this show before, but we wanted to give you 5 things you can expect from us at this year's event.

This event attracts key players in the industry including regulators, tech executives, social influencers, and analysts, all for the common goal of discussing Spectrum Sharing and TV White Space in a global marketplace. The goals? To discover how to best utilize this technology to offer broadband accessibility not only to Rural America, but across the globe.

## 5 Things to Expect from Carlson Wireless at this year's Super Wi-Fi Summit:

### 1. Partnership with Gold Sponsor, [WhiteSpace Alliance \(WSA\)](#):

Carlson Wireless has the honor of exhibiting again with the WhiteSpace Alliance, in booth #635. The WSA is well connected in the ecosystem of White Space, including sources of software arrangements that have been directly beneficial to the evolution of our TV White Space radio, RuralConnect. We are proud to support the WSA in their progression of White Space regulations and promotion of spectrum knowledge across industry associations worldwide.

*The WhiteSpace Alliance (WSA)®, is a global industry organization enabling sharing of underutilized spectrum. Their mission is to promote the development, deployment and use of standards-based products and services as a means of providing broadband capabilities via White Space spectrum.*

### 2. Exciting product announcement!

Stay tuned into Carlson at the event, because Jim Carlson, CEO, will be revealing an exciting product development sure to disrupt the industry! To learn more, be sure to attend the two panels Jim will be speaking on this year...

### 3. Panel Discussion 1 – "In the Chips: The Status of Silicon":

Wednesday 8/13, 9:30am – 10:15 am. At this panel Jim will be discussing the status of revolutionary chipset development with executives from Broadcom, Qualcomm and Texas Instruments, moderated by Barlow Keener of Keener Law Group.

*"It takes a little over a year for the semiconductor industry to deliver on the latest specifications. What that means is we are about to see chips hit the right economics for shared spectrum opportunities. This session will focus on what's coming and how they expect the market to adapt and adopt."*

### 4. Panel Discussion 2 – "Battle of the White Space Devices":

Thursday 8/14, 10:15am – 11am. In this discussion, Carlson Wireless will go head to head with executives from Adaptrum and Hitachi Kokusai Electric, to discuss all the groundbreaking advances TV White Space devices have made since the last conference, and what is to come next from each of these companies. This is sure to be an inspiring discussion on the current state of the technology and where it is going in the very near future.

*"White Spaces devices are now rolling off the production line. After 3 years, radios are now ready for real time. This session will focus on the technical specifications that are being delivered, channel bonding, how many channels can be bonded, the available performance and throughput available and where the radios being used. We also look at what enhancements and improvements we can expect from future radio designs. Equipment makers on the panel will be showing and speaking about the latest and greatest radios."*

### 5. Dynamic Spectrum Alliance:

Carlson Wireless will also be endorsing the Dynamic Spectrum Alliance (DSA) at this year's show. *The DSA is a global, cross-industry alliance focused on increasing dynamic access to unused radio frequencies.* They are networked with regulators globally, who work together to initiate global standards acceptance for White Space frequencies and usage. We help to support their goals of closing the digital divide, enabling the Internet of Things, and alleviating the "Spectrum Crunch" by representing these interests at the Super Wi-Fi Summit.


*The DSA is a global organization advocating for laws and regulations that will lead to more efficient and effective spectrum utilization. Their membership spans multinationals, small- and medium-sized enterprises, and academic, research, and other organizations from around the world, all working to create innovative solutions that will increase the amount of available spectrum to the benefit of consumers and businesses alike.*


Will you be at the show? Connect with us on [Facebook](#) and [Twitter](#), and remember to come visit us in **booth #635** with the WhiteSpace Alliance to see the RuralConnect up close and to discuss how TV White Space can benefit you. We look forward to seeing you!





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