



# What is the WiMedia Alliance?

## **Defining WiMedia**

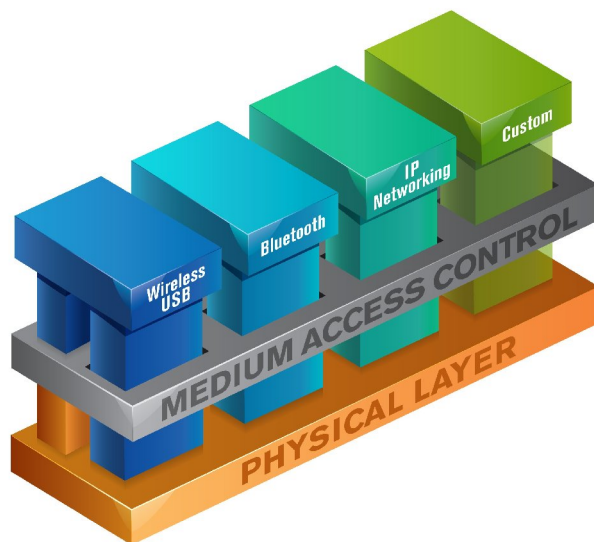
The concept of living with mobile devices promises an easy, flexible lifestyle free of limiting factors such as tethering wires, proprietary network hubs, congestion from multiple users and cost. Though many wireless technologies have entered the market, few, if any, have delivered that promise in a practical way.

In February 2002, the Federal Communications Commission created a promising opportunity for the industry when it approved the commercial use of ultra-wideband (UWB). Ultra-wideband offers more bandwidth within shorter distances with lower power and cheaper radio requirements than any other commercial radio frequencies. The result is a high data rate of 480 megabits per second (Mbps) at a low cost. Other radio technologies offer data rates that run at approximately one-quarter of UWB's speed and require more power as well as more costly radios. With UWB, devices can now quickly transfer large files such as streaming media in just a few minutes - anywhere.

## **The WiMedia Alliance**

The WiMedia Alliance is a not-for-profit open industry association that promotes and enables the rapid adoption, regulation, standardization and multi-vendor interoperability of ultra-wideband (UWB) worldwide. The basis for the industry's first UWB standards (published by Ecma International and ISO Certified), WiMedia UWB is optimized for wireless personal-area networks delivering high-speed (480Mbps and beyond), low-power multimedia capabilities for the PC, CE, mobile and automotive market segments. Emphasizing peaceful coexistence with other wireless services, the WiMedia UWB Common Radio Platform is designed to operate with application stacks developed by the Certified Wireless USB Promoter Group, the Bluetooth-SIG and proprietary implementations.

WiMedia board members include Alereon, Inc., Cambridge Silicon Radio, Plc., Intel Corporation, Nokia Corporation, Samsung Electronics Co., Ltd., ST-NXP Wireless, Staccato Communications, and Wisair Ltd.



## The WiMedia Common Radio Platform

Driving this vision to reality, the WiMedia Alliance manages a number of necessary initiatives:

- Specification and Certification of the WiMedia Common Radio Platform
- Work with Partner SIGs (e.g. Wireless USB, Bluetooth) to facilitate running their respective protocols over the WiMedia Platform
- Development and maintenance of in-house protocols that run on top of the WiMedia Platform (e.g. WXP/WLP – IP Networking protocols)
- Creation and management of a certification interoperability test suite for WiMedia-based products
- Marketing the UWB brand and the certification logo(s)

Founded in 2002, the WiMedia Alliance is aggressively meeting its goals and raising industry awareness of UWB technology and benefits. The Alliance is supported by complementary organizations – including the Bluetooth SIG and Wireless USB Promoters Group.

Together, these groups form the UWB ecosystem, which works to further the technology as well as deliver the UWB message and value to the public and the industry.

For more information on the WiMedia Alliance, contact [pr@wimedia.org](mailto:pr@wimedia.org).