

The consumer perspective on unlocking the power of 6 GHz Wi-Fi®



The world's latest smartphones, tablets, laptops, and other products are now equipped with advanced 6 GHz Wi-Fi® ([Wi-Fi 6E](#)) that offers significant improvements in connectivity, including faster speeds, better reliability, and increased efficiency. But in some countries, outdated regulations prevent user access to these advanced Wi-Fi features and capabilities.

Outdated 6 GHz Wi-Fi regulations shortchanging consumers

Wi-Fi has become an essential feature of modern communication devices. Across the globe, consumers are enjoying 6 GHz Wi-Fi for seamless streaming, gaming, and collaboration. Consumers pay a premium for the latest 6 GHz Wi-Fi enabled products with the expectation that they will experience optimal Wi-Fi performance and advanced features. Regrettably, in some countries, regulators are holding up Wi-Fi access to the 6 GHz frequency band, impairing the advanced Wi-Fi functionality. In these countries, manufacturers have no choice but to switch off or limit 6 GHz Wi-Fi capabilities in their products. Ironically, such adjustments increase product costs – causing consumers to pay even more to get less.



6 GHz Wi-Fi in flagship smartphones

Today's smartphone ecosystem exemplifies the need for Wi-Fi access to the full 6 GHz frequency band. Flagship smartphones from Apple, Google, Samsung, and other major manufacturers incorporate 6 GHz Wi-Fi, bringing high-speed, responsive, and reliable connectivity to millions of users worldwide. These devices are expected to support advanced use cases and immersive experiences – such as virtual, augmented, and extended-reality, artificial intelligence, wearables, telehealth, IoT, HD/3D video, and much more – while relying on Wi-Fi connectivity. But without access to the 6 GHz frequency band, Wi-Fi cannot support increased data throughput rates, ultra-low and deterministic latencies, better mobility, and high densities of users/devices. The performance and functionality of Wi-Fi in today's smartphones depends on 6 GHz access.

Call to action: unleash the power of 6 GHz Wi-Fi

Wi-Fi Alliance® urges regulators and policymakers to recognize that granting Wi-Fi access to the 6 GHz band can significantly improve connectivity experiences and performance. It allows for wider channel availability, reduces network congestion, and enhances the overall quality of service. Conversely, precluding 6 GHz Wi-Fi operations degrades performance and deprives consumers of substantial connectivity benefits provided by already built-in capabilities. Consumers have the right to voice their concerns and demand fair access to the advanced Wi-Fi features for which they have already paid.

Learn more: <https://www.wi-fi.org>