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Intel's Dr. Ali Sadri, President and Chairman of the **Wireless Gigabit Alliance**, addresses the pro audio video industry for the first time at xSolutions.

While a lot of attention in wifi goes to consumer markets where moving audio and video without wires isn't mission critical, **the real key to WiGig may be the business market**. In hospitals, for example.

WiGig is not just faster wifi…it's **a fast, short-haul service at 60GHz** that will replace some local area networks. It's extreme wireless bringing business multi-gigabit wifi.

60GHz is a much wider spectrum field than current wifi, so it enables speeds up to 7GBytes. Its distance is limited but WiGig uses a technology called beamforming, a directional antenna to send a signal further than 10 meters (40 feet).

Hospitals are big users of wifi as their networks need to free doctors from phones and empower nurses with electronic medical records and the latest tests. WiGig could allow the heaviest loads to be switched on the shortest distances.

Recently endorsed by the WiFi Alliance, this year you'll start to see chips for the new WiGig

spec and products based on those chips in 2012.

Wifi was essentially designed in the ‘90s and seen only a few updates. "We want to take Wi-Fi truly into the 21st century," says Sadri.

Go Wireless Gigabit Alliance