Partner Marketing Kit



GWN Series Wi-Fi 6 Access Points

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Grandstream's powerful Wi-Fi Access Points offer high performance networking, tremendous Wi-Fi coverage range, fast and easy provisioning/management thanks to a built-in controller, outstanding network throughput and support for a large number of clients per AP. The GWN series now offers Wi-Fi 6, the latest and greatest standard for Wi-Fi technology. It was created to support the modern generation of dense environments where many users and many devices require consistent and reliable Wi-Fi connenctions. Wi-Fi 6 technology maximizes the amount of signals an access point and router can send and recieve at the same time, allowing them to communicate with more decices at the same time and to send data to multiple devices in the same broadcast. It is ideal for the modern generation of connected and smart devices.

Wi-Fi 6 Alliance

Wi-Fi Alliance® is the worldwide network of companies bringing you Wi-Fi®, one of the world's most valued communications technologies. Our vision is to connect everyone and everything, everywhere.

Wi-Fi Alliance drives global Wi-Fi adoption and evolution through thought leadership, spectrum advocacy, and industry-wide collaboration.

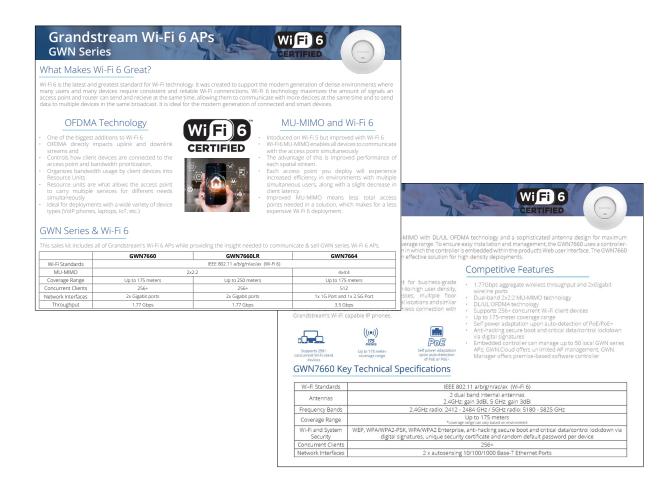
Grandstream's Wi-Fi 6 access points have been CERTIFIED, meaning they have undergone rigorous testing. When a product passes the tests successfully, the manufacturer can use the Wi-Fi CERTIFIED logo.

Certification means that a product has been tested in numerous configurations with a diverse sample of other devices to validate interoperability with other CERTIFIED Wi-Fi equipment operating in the same frequency band.



Sales Kit

The sales kit is a guide to everything you need to know about selling the GWN Series Wi-Fi 6 Access Points. The kit includes: Overview and Basics, Key Differentiators, Comparison Charts, Deployment Scenarios, and Integration with other Grandstream Products.



Translations

English

Presentation



Translations

English (PowerPoint)

English (PDF)

Product Messaging - GWN7660

Tagline	GWN 2x2:2 Wi-Fi 6 Indoor Access Point		
Subhead	The GWN7660 is an enterprise-grade 802.11ax Wi-Fi 6 access point that allows businesses to build next-generation Wi-Fi networks for high-density environments.		
Target Audience	Dense Wi-Fi environments such as medium-to-large offices, schools, colleges/universities, hotels, convention centers, stadiums, gymnasiums, auditoriums and more.		
Product Description	The GWN7660 offers dual-band 2x2:2 MU-MIMO with DL/UL OFDMA technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7660 uses a controller-less distributed network management design in which the controller is embedded within the product's Web user interface. The GWN7660 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. It is the ideal Wi-Fi AP for voice-over-Wi -Fi deployments and offers a seamless connection with Grandstream's Wi-Fi capable IP phones. With support for advance d QoS, low-latency real-time applications, mesh networks, captive portals, 256 concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, GWN7660 is an ideal Wi-Fi access point for medium wireless network deployments with medium-to-high user density.		
Customer Challenges	Arenas and stadiums where there might be sports games, festivals, and concerts with dense crowds, looking to provide coverage and support to large numbers of client devices.	Medium to large offices who rely on Wi-Fi for most communications and need to support hundreds of simultaneous Wi-Fi connections while ensuring maximum quality for each connection.	Businesses who are experiencing lackluster Wi-Fi network quality now that they are relying on it for most communications and each user who need to access Wi-Fi across numerous devices concurrently.
Customer Solutions	Each GWN7660 supports Wi-Fi 6 for faster data speeds and up to 250+ client devices. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.	GWN7660 supports Wi-Fi 6, which was designed specifically to maximize quality in dense Wi-Fi environments. It is ideal for businesses that rely on Wi-Fi for voice, video, data and mobility solutions.	GWN7660 supports the most advanced Wi-Fi standard, Wi-Fi 6, allowing it to be ideal for high-density Wi-Fi networks that require maximum speeds and client support.

English German Polish Russian

<u>French</u> <u>Italian</u> <u>Portuguese</u> <u>Spanish</u>

Product Messaging - GWN7664

Tagline	GWN 4x4:4 Wi-Fi 6 Indoor Access P	oint	
Subhead	The GWN7664 is a powerful, enterprise-grade 802.11ax Wi-Fi 6 access point, ideal for medium-to-large sized businesses, multiple floor buildings, residential settings and commercial locations.		
Target Audience	Dense indoor Wi-Fi environments such as medium-to-large offices, schools, colleges/universities, hotels, convention centers, stadiums, gymnasiums, auditoriums and more.		
Product Description	The GWN7664 offers dual-band 4x4:4 MU-MIMO with DL/UL OFDMA technology and a sophisticated internal antenna design for stronger anti-interference, more stable connection, maximum network throughput and expanded Wi-Fi coverage range. The GWN7664 is supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform that and makes managing your network or several networks across multiple locations easier than ever before. It also uses a controller-less network management architecture in which the controller is embedded within the product's web user interface for easy administration of locally deployed Wi-Fi Aps. The GWN7664 is the ideal Wi-Fi AP for voice-over-Wi-Fi deployments and offers a seamless connection with Grandstream's Wi-Fi capable IP phones. With support for advanced QoS, low latency real-time applications, mesh networks, captive portals, 512 concurrent clients and dual Gigabit network ports with PoE/PoE+, the GWN7664 is an ideal Wi-Fi access point for business-grade wireless network deployments with medium-to-high user density.		
Customer Challenges	An enterprise or large office complex needs to provide the highest quality Wi-Fi speeds to ensure maximum productivity while supporting over 500 clients per device	Small-to-medium sized offices who rely on Wi-Fi for most communications and need to support hundreds of simultaneous Wi-Fi connections while ensuring maximum quality for each connection.	Colleges, schools, hotels and convention centers that are experiencing lackluster Wi-Fi network quality now that they are relying on it for most communications and each user who need to access Wi-Fi across numerous devices concurrently.
Customer Solutions	Each GWN7664 supports Wi-Fi 6 for faster data speeds and up to 512+ client devices. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.	GWN7664 supports Wi-Fi 6, which was designed specifically to maximize quality in dense Wi-Fi environments. It is ideal for businesses that rely on Wi-Fi for voice, video, data and mobility solutions.	GWN7664 supports the most advanced Wi-Fi standard, Wi-Fi 6, allowing it to be ideal for high-density Wi-Fi networks that require maximum speeds and client support.

<u>English</u> <u>German</u> <u>Polish</u> <u>Russian</u>

<u>French</u> <u>Italian</u> <u>Portuguese</u> <u>Spanish</u>

Product Messaging - GWN7660LR

Tagline	GWN 2x2:2 Wi-Fi 6 Weatherproof Lo	ng-Range Access Point		
Subhead	The GWN7660LR is a long-range 802.11ax Wi-Fi 6 access point designed to provide next generation network coverage for indoor and outdoor environments.			
Target Audience	Dense outdoor and indoor environments such as parks, business centers, public areas, colleges/universities, multiple floor offices, warehouses, hotels, resorts, convention centers, hospitals, schools and more.			
Product Description	The GWN7660LR offers IP66 weatherproof certified casing, dual-band 2x2:2 MU-MIMO technology and a sophisticated antenna design for extended coverage range of up to 250 meters. The GWN7660LR is supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform that and makes managing your network or several networks across multiple locations easier than ever before. It also uses a controllerless network management architecture in which the controller is embedded within the product's web user interface for easy administration of locally deployed Wi-Fi APs. The GWN7660LR is the ideal Wi-Fi AP for voice-over-Wi-Fi deployment and offers a seamless connection with Grandstream's Wi-Fi capable voice and video IP phones. With support for advanced QoS, low-latency real-time applications, mesh networks, captive portals and dual Gigabit networks ports with PoE/PoE+; the GWN7660LR is an ideal outdoor Wi-Fi access point for enterprises, multiple floor offices, warehouses, parks, hospitals, schools and more.			
Customer Challenges	Parks, public spaces, stadiums and business centers want to offer Wi-Fi access to visitors and need to support a long-range network with hundreds of clients per device.	Warehouses and factories looking to create a seamless Wi-Fi and communications environment to cover a large space with as little equipment as possible.	Colleges, universities, and enterprises who are looking to provide indoor and outdoor Wi-Fi access to the whole campus and who need to access Wi-Fi across numerous devices concurrently.	
Customer Solutions	Each GWN7660LR supports Wi-Fi 6 for faster data speeds, up to 256+ client devices, and 250 meter range. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.	GWN7660LR has up to 250 meter range allowing for more devices to be used on one access point throughout the whole facility and thanks to Wi-Fi 6 OFDMA and improved MU-MIMO, helps manage more simultaneous IoT equipment.	GWN7660LR supports the most advanced Wi-Fi standard, Wi-Fi 6, allowing it to be ideal for highdensity Wi-Fi networks that require maximum speeds and client support and come equipped with IP66 weatherproof casing.	

<u>English</u>	<u>German</u>	<u>Polish</u>	Russian
French	<u>Italian</u>	<u>Portuguese</u>	<u>Spanish</u>

GWN7660 Datasheets



Translations

English

French

German

Italian

Polish

<u>Portuguese</u>

Russian

Spanish

GWN7664 Datasheets



Translations

English

French

German

Italian

Polish

Portuguese

Russian

Spanish

GWN7660LR Datasheets



Translations

English

French

German

<u>Italian</u>

Polish

<u>Portuguese</u>

Russian

Spanish

Product Launch Email Templates

GWN7660

Email (Packaged InDesign File)

Email (PDF)

Email Text (Word)

Email Banner (PSD)

Email Banner (PNG)

GWN7664

Email (Packaged InDesign File)

Email (PDF)

Email Text (Word)

Email Banner (PSD)

Email Banner (PNG)

GWN7660LR

Email (Packaged InDesign File)

Email (PDF)

Email Text (Word)

Email Banner (PSD)

Email Banner (PNG)



Grandstream Adds First WiFi 6 Access Point to GWN Series

Today, Grandstream has announced the release of a new Wi-Fi 6 Access Point to the GWN Series. The GWN7660 offers dual-band 2x2:2 MU-MIMO with DL/UL OFDMA technology and a sophisticated antenna design for maximum network throughout and expanded Wi-Fi coverage range. The GWN7660 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. It is the ideal Wi-Fi AP for voice-over-Wi-Fi deployments and offers a seamless connection with Grandstream's Wi-Fi capable IP phones



WiFi 6 Certified

The GWN7660 is fully certified by the Wi-Fi Alliance The Wi-Fi Alliance drives global Wi-Fi adoption and evolution through thought leadership, spectrum advocacy and industry-wide collaboration. (Wi-Fi

2x2:2 MIMO

Dual-band 2x2:2 MUMIMO with DL/UL OFDMA





Up to 175-meter coverage range and Supports

Deployment Scenarios



rely on Wi-Fi for most communications and need to support hundreds of simultaneous Wi-Fi connections while ensuring maximum quality for each connection, GWN7660 supports Wi-Fi 6, which was designed specifically to maximize quality in dense Wi-Fi environments. It is ideal for businesses that rely on Wi-Fi for voice video data

Ideal for medium to large offices who

Hotels and convention centers need to support hundreds of users throughout large spaces while offering fast speeds - which is what the GWN 7660 was made to do. It utilizes the next-gen Wi-Fi 6





Arenas and stadiums where there might be sports games, festivals, and concerts with dense crowds, looking to provide coverage and support to large numbers of client devices. Each GWN7660 supports Wi-Fi 6 for faster data speeds and up to 2504 client devices. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.









Press Releases

Use this press release as a tool to announce new products from Grandstream. With clear and concise language, it can be used as a reference point to create a dedicated blog post, social announcement, or used in an email campaign. Include links to your product pages so that customers can be easily directed to your website.

GWN7660

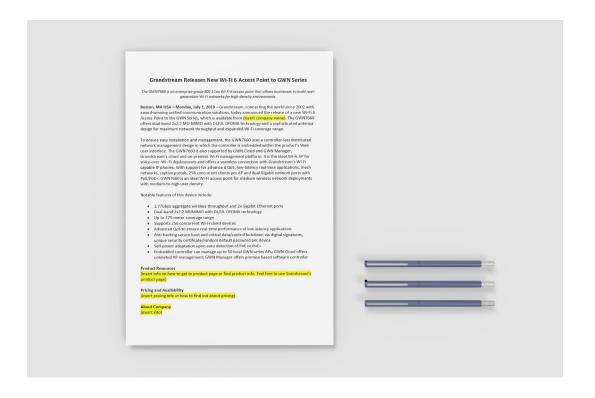
Grandstream Releases First Wi-Fi 6 Access Point to GWN Series

GWN7664

<u>Grandstream Releases New Wi-Fi 6 Access</u> Point to GWN Series

GWN7660LR

Grandstream Releases New Long-Range Weatherproof Wi-Fi 6 Access Point to GWN Series



Social Graphics

Use the editable template to customize your own social image by adding your logo, or create your own using the elements provided below. Photoshop files as well as PNGs are provided for each product. For paid social promotion it is recommended to use social images with limited to no text.







Social Image w/ Text

GWN7660 (PSD) **GWN7660 (PNG)**

GWN7664 (PSD) GWN7664 (PNG)

GWN7660LR (PSD) GWN7660LR (PNG)

Social Image w/o Text

GWN7660 (PSD) **GWN7660 (PNG)**

GWN7664 (PSD) GWN7664 (PNG)

GWN7660LR (PSD) GWN7660LR (PNG)



Suggested Social Post Copy

GWN7660 (Word)

GWN7664 (Word)

GWN7660LR (Word)

Social Graphics continued

Email signature banners are images placed at the end of your email used to promote your company, products, services, and more. Use the banner provided or the email signature template to add your company logo and add a link to increase website traffic for newly available products.

The mobile and desktop compatible Facebook cover photo can be customized and added to your company's Facebook homepage to promote new products.

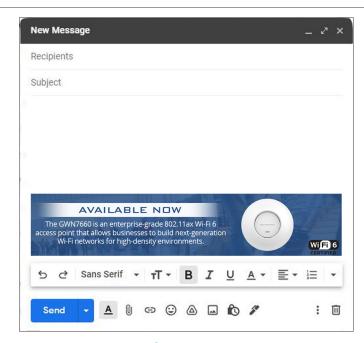


Facebook Cover Photo

GWN7660 (PSD) GWN7660 (PNG)

<u>GWN7664 (PSD)</u> GWN7664 (PNG)

GWN7660LR (PSD) GWN7660LR (PNG)



Email Signatures

GWN7660 (PSD) GWN7660 (PNG)

<u>GWN7664 (PSD)</u> GWN7664 (PNG)

GWN7660LR (PSD) GWN7660LR (PNG)

Digital Ad Banners

Banner advertising is synonymous with display ads. They're placed in high-traffic locations on webpages, creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander. These banners can also be placed on your own website pages in places outside your product page, such as blog pages, events, drop down menu's and more.

See **HERE** for recommended sizing.







300x250 Ad Banners

GWN7660 (PSD) GWN7660 (PNG)

<u>GWN7664 (PSD)</u> <u>GWN7664 (PNG)</u>

GWN7660LR (PSD) GWN7660LR (PNG)

Marketing Assets - GWN7660

Product Images

GWN7660 Front GWN7660 Back GWN7660 Right GWN7660 Left GWN7660 Top **GWN7660 Bottom**



GWN7660 Front



GWN7660 Back





GWN7660 Left



GWN7660 Top



GWN7660 Bottom

Feature Icons

Gigabit 2x2 MIMO 175 Meters Devices QoS **Security** PoE **Embedded Controller**



Gigabit





175 Meters



Devices





Security



Embedded Controller

Marketing Assets - GWN7664

Product Images GWN7664 Front GWN7664 Right GWN7664 Side GWN7664 Bottom









Feature Icons

Gigabit
4x4 MIMO
175 Meters
Devices
QoS
Security
PoE
Embedded Controller











s Devices



QoS



Security



\$ 1 B

Embedded Controller

Marketing Assets - GWN7660LR

Product Images

GWN7660LR Front GWN7660LR w/o Antennas GWN7660LR Right



GWN7660LR Front



GWN7660LR w/o Antennas



GWN7664 Right

Feature Icons

Gigabit
2x2 MIMO
250 Meters
Devices
QoS
Security
PoE
Embedded Controller

Antenna



Gigabit



QoS





2x2 MIMO



Security



PoF



250 Meters



Devices



Embedded Controller