



Top reasons to consider Wi-Fi 7 for optimizing pro AV

Professional audio visual (pro AV) integrators and their customers demand perfection. From high-end wireless sound systems to premium 4K and 8K cinema-quality flat and projection screens, they expect a phenomenal sensory experience that rivals the live event. So, why would you install a wireless network that's barely good enough to support your advanced AV technology?

The following are some tangible reasons you should seriously consider upgrading your Wi-Fi® networks to a newer standard that offers three bands of communications (2.4, 5 and 6 GHz) and wider channels to help deliver better seamless connectivity.

1 Unprecedented speed and capacity

The official name of Wi-Fi 7 is IEEE 802.11be EHT—as in “extremely high throughput.” So, it comes as no surprise that it offers significantly higher speeds and increased capacity compared to previous wireless standards. This is crucial for pro AV environments where large volumes of high-definition audio and video data need to be transmitted seamlessly across the network. With the availability of a third band (6 GHz), your network can not only accommodate more devices, but it can do so up to four times faster.

2 Low latency for real-time applications

Whether it's live streaming, video conferencing or interactive displays, Wi-Fi 7 was designed to reduce latency. Because it broadcasts using 4K QAM (compared to 1K for Wi-Fi 6E), audio and video signals are transmitted with minimal delay, which creates a smoother and more immersive experience for users.

3 Enhanced reliability and performance

Wi-Fi 7 can deliver robust and reliable connectivity, even in high-density environments. This is essential in pro AV environments where multiple bandwidth-hungry devices often need to connect simultaneously.

Wi-Fi 7 solutions also feature improved interference management known as “preamble puncturing,” which improves the network performance and stability.

4 Future-proofing your network

Investing in Wi-Fi 7 makes your network more agile, flexible and scalable for the technologies and applications that are on the horizon. Whether it's augmented reality (AR), virtual reality (VR) or internet of things (IoT) devices, migrating to the newest standard sets up your network to evolve with the rapidly changing technology and prepares it today for the future.

5 Seamless integration with existing systems

Wi-Fi 7 technology was created to integrate seamlessly with existing AV systems. It not only supports the most advanced devices on the market, it's also backwards compatible with all legacy devices. By providing a unified and cohesive network infrastructure, migrating to this new standard simplifies network management and enhances the overall quality of all your AV solutions.

6 Advanced security features

In today's tech landscape, security is always a top priority. That's why this latest wireless network standard offers the most robust encryption to protect sensitive data and content. In addition, these advanced security protocols operate seamlessly in the background to safeguard your network and clients from threats—all the while delivering a premium AV experience.

Wi-Fi 7 is truly a transformative technology that offers the pro AV industry unparalleled benefits. And RUCKUS Networks, a leader in purpose-driven networking, has been instrumental in the evolutionary development of this cutting-edge standard.

When you choose RUCKUS® solutions, you are investing in a network that delivers exceptional speed, reliability, and security, ensuring that your AV systems can meet the demands of today and tomorrow. For more information on how RUCKUS can enhance your pro AV solutions, read our latest [press release](#).

About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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