

## The Wireless Peer-to-Peer Technology of TV Choice?

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As we all know, customers want to move content from mobile devices to their TVs while not bothering with wires. But what is the wireless peer-to-peer technology of consumer choice-- other than AirPlay?



After all, AirPlay has the advantage of a cohesive ecosystem, ensuring multiple Apple products work together. On the other hand, rival systems so far failed to bring about such interoperability, despite standards of the DLNA variety.

So far, at least.

ABI Research suggests two systems will rise to the wireless peer-to-peer challenge-- Wifi Direct and Miracast. According to the analyst over 66% of connected CE (non-mobile/computing) devices will support Wifi Direct, with the majority being also Miracast-certified.

Miracast certification should hit the market within the next few months, with Wifi "Services" (handling printing and gaming functions) coming in 2013.

Supporting the increase in demand for streaming content are next generation wireless technologies-- 802.11ac (aka 5G or gigabit Wifi) is already available on select broadband routers, while 60GHz wireless (802.11ad/WiGig) should also enable new usage models (if at shorter distances).

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“Consumers today are looking for big-screen entertainment but prefer browsing and navigation on touch devices close at hand,” ABI concludes. “Improved wireless performance and standard support for ubiquitous media sharing will give application developers the opportunity to deliver the next wave of interactive advertising and shopping experiences.”

Go [Wifi Direct and Miracast Challenge Apple's AirPlay \(ABI Research\)](#)