

Kimberly Kulesh

Shmulik Elgavi

While the Internet of Things (IoT) market is growing rapidly, many companies releasing new products are wondering how they can assure customers that they have selected a high-quality product that will easily and securely connect to the Internet.



The Wi-Fi Alliance® has introduced a new membership category – the Implementer Membership class. This new, lower-cost membership category is targeted to companies in emerging markets, such as smart homes and the IoT, who do not specialize in connectivity design and development. Implementer Membership allows these companies to use the Wi-Fi CERTIFIED™ logo by designing with a previously certified module, such as our [SimpleLink™ Wi-Fi® CC3100/CC3200 modules](#).

What Are the Benefits for My Product and Customers?

Interoperability and security are two of the most important building blocks when adding connectivity to a design. Using the Wi-Fi CERTIFIED logo on a product assures end users that a product contains all the software and hardware features needed to interoperate with a Wi-Fi network, providing easy connectivity to the cloud and other devices. In addition to showcasing that your product meets the highest connectivity standards, you'll also be able to have it listed in the Wi-Fi Alliance [Wi-Fi CERTIFIED Product Finder](#).

How Do I Get a Wi-Fi CERTIFIED Seal of Approval for My Product?

If developing with a previously certified module then the new Implementer Membership may be the easiest way to have your product certified. Simply visit the Wi-Fi Alliance's [website](#) and join under the new Implementer Membership category. Once accepted, you'll be given access to their online application system where, by an administrative duplication, you can replicate the certification to your product with no additional testing as long as the module was not modified.

This is another important step that the Wi-Fi Alliance is taking to enable developers without connectivity expertise to easily attain the Wi-Fi CERTIFIED seal of approval by using already certified modules, such as our [SimpleLink Wi-Fi CC3100/CC3200 modules](#). We're proud to be a member of the Wi-Fi Alliance and are glad that we're able to make it easier than ever before for our customers to certify their products.

Additional Resources

- [SimpleLink Wi-Fi CC3200 certified module](#)
- [SimpleLink Wi-Fi CC3100 certified module](#)
- [Wi-Fi Alliance webpage](#)

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