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The Wifi Alliance presents a new certification program-- Wifi Aware, a means to validate the capability for energy-efficient, proxy-based service discovery among wifi-enabled devices.



In other words, it allows devices to discover other devices, applications and information nearby before making a wifi connection. The system continuously scans surroundings, anticipates actions and notifies users of available services and selected preferences.

The alliance adds the Wifi Aware operates indoors and in dense environments, and does not require cellular, wifi or GPS connectivity. Instead it makes use of small, power-efficient messages to create a common "heartbeat" between devices before an app initiates wifi connection to follow-up on activities such as photo sharing or multiplayer games.

Of course, users will be able to control privacy and notification settings, while data transmitted between Wifi Aware apps can be encrypted.

“Wifi Aware exemplifies the continued innovation in our industry and our commitment to a terrific wifi user experience,” the alliance says. “Wifi Aware makes that user experience even richer by delivering immediate, dynamic awareness of the user’s environment.”

The Wifi Alliance mentions 4 products making the test suite for Wifi Aware certification, and it expects social networks (such as Facebook, Twitter and LinkedIn) to roll out Wifi Aware apps by end 2015.

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