Partner Marketing Kit

GWN7615 & GWN7605LR

Messaging Strategy

GWN7615

Tagline	802.11ac Wave-2 3×3:3 Enterprise Wi-Fi Access Point
Subtitle	*The GWN7615 is an enterprise-grade performance 802.11ac Wave-2 Wi-Fi access point to create scalability for medium to high user density environments.*
Positioning	This enterprise-grade Wi-Fi Access Point offers dual-band 3×3:3 MU- MIMO technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7615 uses a controller-less distributed network management design in which the controller is embedded within the product's web user interface. The GWN7615 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management pl atforms. 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 advanced QoS, low-latency real-time applications, mesh networks , captive portals, 200+ concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, the GWN7615 can be us ed to create a scalable solution as big or small as needed for the deployment scenario, from office buildings to retail locations, hotels and more.
Key Differentiators	• 1.75Gbps aggregate wireless throughput and 2x Gigabit wireline ports • Dual-band 3x3:3 MU-MIMO technology • Self power adaptation upon auto detection of PoE or PoE+ • Support 200+ concurrent Wi-Fi client devices • Advanced QoS to ensure real-time performance of low-latency applications • Up to 175-meter coverage range • Anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate/random default password per device • Embedded controller can manage up to 50 local GWN series APs; GWN.Cloud offers unlimited AP management; GWN.Manager offers premise based software controller

French   Italian   Polish   Spanish

German   Portuguese   Russian

Messaging Strategy

GWN7605LR

Tagline	Dual-band 2×2:2 MU-MIMO Outdoor Long-Range Wi-Fi Access Point
Subtitle	*The GWN7605LR is an outdoor Wi-Fi access point that offers extended coverage range support for both indoor and outdoor deployments thanks to its innovative antenna and weatherproof design.*
Positioning	The GWN7605LR comes equipped with dual-band 2x2:2 MU-MIMO technology and a sophisticated antenna design for extended coverage range of up to 250 meters. It uses a controller-less distributed 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 GWN7605LR is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. Powered by market-leading technology for advanced QoS, fast roaming, mesh networks, captive portals, support for 100+ concurrent clients and dual Gigabit network ports, the GWN7605LR is an ideal Wi-Fi access point for low-latency jitter-sensitive real-time applications (such as voice/video-over-Wi-Fi devices & applications) in low-to-medium user density scenarios.
Key Differentiators	• Up to 250-meter coverage range • IP66 weatherproof certification when mounted vertically • 1.27Gbps aggregate wireless throughput and 2×Gigabit wireline ports • Dual-band 2×2:2 MUMIMO with beam-forming technology • Self power adaptation upon auto detection of PoE or PoE+ • Supports 100+ concurrent Wi-Fi client devices • Advanced QoS to ensure real-time performance of low-latency applications • Anti-hacking secure boot and critical data/control lockdown • Flexibilty of 2 detachable/changeable antennas for different application scenarios • Embedded controller manages up to 50 local GWN APs; GWN.Cloud offers unlimited AP management, & GWN Manager offers on-premise software AP management

French   Italian   Polish   Spanish

German   Portuguese   Russian

GWN7615 Datasheet

802.11ac Wave-2 3×3:3 Enterprise Wi-Fi Access Point
GWN7615

The GWN7615 is an enterprise performance 802.11ac Wave-2 Wi-Fi access point to create scalability for medium to high user density environments. It offers dual-band 3×3:3 MU-MIMO technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7615 uses a controller-less distributed network management design in which the controller is embedded within the product's web user interface. The GWN7615 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platforms. 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 advanced QoS, low-latency real-time applications, mesh networks, captive portals, 200+ concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, the GWN7615 can be used to create a scalable solution as big or small as needed for the deployment scenario, from office buildings to retail locations, hotels and more.

Gigabit	**3×3 MIMO**	**PoE**
1.75Gbps aggregate wireless throughput and 2x Gigabit wireline ports	Dual-band 3x3:3 MU-MIMO technology	Self power adaptation upon auto detection of PoE or PoE+
Support 200+ concurrent Wi-Fi client devices	Up to 175-meter coverage range	Advanced QoS to ensure real-time performance of low-latency applications
Anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate/random default password per device	Embedded controller can manage up to 50 local GWN series APs; GWN.Cloud offers unlimited AP management; GWN Manager offers premise-based software controller	

Wi-Fi Standards	IEEE 802.11 a/b/g/n/ac (Wave-2)
Antennas	3 dual band internal antennas 2.4GHz, gain 3dBi 5 GHz, gain 3dBi
Wi-Fi Data Rates	IEEE 802.11ac: 6.5 Mbps to 1300Mbps IEEE 802.11a: 6, 9, 12, 18, 24, 36, 48, 54 Mbps IEEE 802.11n: 6.5 Mbps to 450 Mbps IEEE 802.11b: 1, 2, 5.5, 11Mbps IEEE 802.11g: 6, 9, 12, 18, 24, 36, 48, 54 Mbps *Actual throughput may vary depending on many factors including environmental conditions, distance between devices, radio interference in the operating environment and mix of devices in the network*
Frequency Bands	2.4 GHz Radio: 2412 – 2484 MHz 5 GHz Radio: 5180-5825 MHz
Channel Bandwidth	2.4G: 20 and 40MHz 5G: 20, 40, and 80MHz
Wi-Fi and System Security	WEP, WPA/WPA2-PSK, WPA/WPA2 Enterprise, anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate and random default password per device
MIMO	3×3:3 2.4G(MIMO) 3×3:3 5G(MU-MIMO)
Coverage Range	Up to 175 meters *coverage range can vary based on environment*
Maximum TX Power	2.4G: 26 dBm 5G: 24 dBm *Maximum power varies by country, frequency band and MCS rate*
Receiver Sensitivity	**2.4G** 802.11b: -96dBm@1Mbps, -88dBm@11Mbps; 802.11g: -93dBm @6Mbps, -75dBm@54Mbps; 802.11n 20MHz: -73dBm @MCS7; 802.11n 40MHz:-70dBm @MCS7 **5G** 802.11a: -92dBm @6Mbps, -74dBm @54Mbps; 802.11ac 20MHz: -67dBm@MCS8; 802.11ac: HT40:-63dBm @MCS9; 802.11ac 80MHz: -59dBm @MCS9
SSIDs	16 SSIDs per access point
Concurrent Clients	200+
Network Interfaces	2x autosensing 10/100/1000 Base-T Ethernet Ports
Auxiliary Ports	1x Reset Pinhole, 1x Kensington lock
Mounting	Indoor wall mount or ceiling mount, kits included
LEDs	3 x tri-color LEDs for device tracking and status indication
Network Protocols	IPv4, IPv6, 802.1Q, 802.1p, 802.1x, 802.11e/WMM
QoS	802.11e/WMM, VLAN, TOS
Network Management	Embedded controller can manage up to 50 local GWN APs GWN.Cloud offers a free cloud management platform for unlimited GWN APs GWN Manager offers premise-based software controller for up to 3,000 GWN APs
Power and Green Energy Efficiency	PoE 802.3af/ 802.3at; Max Consumption: 12.5W
Environmental	Operation: 0°C to 40°C Storage: -10°C to 60°C Humidity: 10% to 90% Non-condensing
Physical	Unit Dimension: 205.4 x 205.4 x 45.9mm; Unit Weight: 500g Entire Package Dimension: 258 x 247 x 86mm; Entire Package Weight: 867.3g
Package Content	GWN7615 802.11ac Wireless AP, Mounting Kits, Quick Start Guide
Compliance	FCC, CE, RCM, IC

1.2020.02

Translations

[English](#)

[French](#)

[German](#)

[Italian](#)

[Polish](#)

[Portuguese](#)

[Russian](#)

[Spanish](#)

GWN7605LR Datasheet

Outdoor Long-Range Wi-Fi Access Point
GWN7605LR

This outdoor Wi-Fi access point that offers extended coverage range support for both indoor and outdoor deployments thanks to its innovative antenna and weatherproof design. The GWN7605LR comes equipped with dual-band 2x2:2 MU-MIMO technology and a sophisticated antenna design for extended coverage range of up to 250 meters. It uses a controller-less distributed 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 GWN7605LR is also supported by GWN. Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. Powered by market-leading technology for advanced QoS, fast roaming, mesh networks, captive portals, support for 100+ concurrent clients and dual Gigabit network ports, the GWN7605LR is an ideal Wi-Fi access point for low-latency jitter-sensitive real-time applications (such as voice/video-over-Wi-Fi devices & applications) in low-to-medium user density scenarios.

Gigabit	1.27Gbps aggregate wireless throughput and 2×Gigabit wireline ports
2x2 MIMO	Dual-band 2×2:2 MU-MIMO with beam-forming technology
PoE	Self power adaptation upon auto detection of PoE or PoE+
	Supports 100+ concurrent Wi-Fi client devices
250 meters	Up to 250-meter coverage range
QoS	Advanced QoS to ensure real-time performance of low-latency applications
	Anti-hacking secure boot and critical data/control lockdown
	Flexibilty of 2 detachable/ changeable antennas for different application scenarios
	Embedded controller manages up to 50 local GWN APs; GWN.Cloud offers unlimited AP management, & GWN Manager offers on-premise software AP management

Wi-Fi Standards	IEEE 802.11a/b/g/n/ac (Wave-2)
Antennas	2 dual band external antennas 2.4GHz, gain 3.5dBi 5 GHz, gain 3.5dBi
Wi-Fi Data Rates	IEEE 802.11ac: 6.5 Mbps to 867 Mbps IEEE 802.11a: 6, 9, 12, 18, 24, 36, 48, 54 Mbps IEEE 802.11n: 6.5Mbps to 300Mbps IEEE 802.11b: 1, 2, 5.5, 11Mbps IEEE 802.11g: 6, 9, 12, 18, 24, 36, 48, 54 Mbps *Actual throughput may vary depending on many factors including environmental conditions, distance between devices, radio interference in the operating environment and mix of devices in the network*
Frequency Bands	2.4GHz Radio: 2412 – 2484 MHz 5 GHz Radio: 5180-5825 MHz *Not all frequency bands can be used in all regions.*
Channel Bandwidth	2.4G: 20 and 40MHz 5G: 20, 40 and 80 MHz
System Security	WEP, WPA/WPA2-PSK, WPA/WPA2 Enterprise, anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate and random default password per device
MIMO	2×2:2 2.4GHz (MIMO) 2×2:2 5GHz (MU-MIMO))
Coverage Range	Up to 250 meters *Coverage range can vary based on environment*
Maximum TX Power	2.4G: 24 dBm 5G: 22dBm *Maximum power varies by country, frequency band, and MCS rate*
Receiver Sensitivity	**2.4G** 802.11b: -96dBm@1Mbps, -88dBm@11Mbps; 802.11g: -93dBm @6Mbps, -75dBm@54Mbps; 802.11n 20MHz: -73dBm @MCS7; 802.11n 40MHz:-70dBm @MCS7 **5G** 802.11a: -92dBm @6Mbps, -74dBm @54Mbps; 802.11ac 20MHz: -67dBm@MCS8; 802.11ac: HT40:-63dBm @MCS9; 802.11ac 80MHz: -59dBm @MCS9
SSIDs	8 SSID per radio
Concurrent Clients	100+
Network Interfaces	2× autosensing 10/100/1000 Base-T Ethernet Ports
Auxiliary Ports	1× Reset Pinhole
Mounting	Outdoor metal bar mount or wall mount, kits included
LEDs	1× tri-color LEDs for device tracking and status indication
Network Protocols	IPv4, IPv6, 802.1Q, 802.1p, 802.1x, 802.11e/WMM
QoS	802.11e/WMM, VLAN, TOS
Network Management	Embedded controller can manage up to 50 local GWN APs GWN.Cloud offers a free cloud management platform for unlimited GWN APs GWN Manager (BETA) offers premise-based software controller for up to 3,000 GWN APs
Power and Green Energy Efficiency	PoE 802.3af/ 802.3at; Maximum Power Consumption: 10.16W
Environmental	Operation: -30°C to 70°C Storage: -30°C to 80°C Humidity: 5% to 95% Non-condensing
Physical	Unit Dimension: 358.3mm(L)*115mm(W)*45.3mm(H); Unit Weight: 500g Entire Package Dimension: 258 × 247× 86mm; Entire Package Weight:655.3g
Package Content	GWN7605LR 802.11ac Wave-2 Wireless AP, Mounting Kits, Quick Start Guide
Weatherproof Grade	IP66-level weatherproof capability when installed vertically
Compliance	FCC, CE, RCM, IC

3.2020.01

Translations

GWN7615 Sales Kit

The sales kit is a guide to everything you need to know about selling the GWN7615 Wi-Fi Access Point.

The Sales Kit includes:

- Overview and Basics
- Key Differentiators
- Comparison vs. Competition
- Deployment Scenarios
- Integration with other Grandstream Products

Translations

[English (PDF)](#)

[Portuguese (PDF)](#)

[Spanish (PDF)](#)

GWN7615 - Sales Kit
Overview and Basics

About the GWN7615

The GWN7615 is an enterprise performance 802.11ac Wave-2 Wi-Fi access point to create scalability for medium-to-high user density environments. It offers dual-band 3×3:3 MU-MIMO technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. The GWN7615 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platforms. It is the ideal Wi-Fi AP for voice-over-Wi-Fi deployments.

Product Positioning

With support for advanced QoS, low-latency real-time applications, mesh networks , captive portals, 200+ concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, the GWN7615 can be used to create a scalable solution as big or small as needed for the deployment scenario, from office buildings to reta il locations, hotels and more.

Supports 200+ concurrent Wi-Fi client devices

175 meters
Up to 175 meter coverage range

PoE
Self power adaptation upon auto-detection of PoE or PoE+

Competitive Features

- 1.75Gbps aggregate wireless throughput and 2xGigabit wireline ports
- Dual-band 3x3:3 MU-MIMO technology
- Supports 200+ concurrent Wi-Fi client devices
- Up to 175-meter coverage range
- Self power adaptation upon auto-detection of PoE/PoE+
- Anti-hacking secure boot and critical data/control lockdown via digital signatures
- Embedded controller can manage up to 50 local GWN series APs; GWN.Cloud offers unlimited AP management; GWN. Manager offers premise-based software controller

GWN7615 Key Technical Specifications

Wi-Fi Standards	IEEE 802.11 a/b/g/n/ac (Wave-2)
Antennas	3 dual band internal antennas 2.4GHz: gain 3dBi, 5 GHz: gain 3dBi
Frequency Bands	2.4GHz radio: 2412 - 2484 GHz / 5GHz radio: 5180 - 5825 GHz
Coverage Range	Up to 175 meters *coverage range can vary based on environment
Wi-Fi and System Security	WEP, WPA/WPA2-PSK, WPA/WPA2 Enterprise, anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate and random default password per device
Concurrent Clients	200+
Network Interfaces	2 x autosensing 10/100/1000 Base-T Ethernet Ports

GWN7605LR Sales Kit

The sales kit is a guide to everything you need to know about selling the GWN7605LR Weatherproof Wi-Fi Access Point

The Sales Kit includes:

- Overview and Basics
- Key Differentiators
- Comparison vs. Competition
- Deployment Scenarios
- Integration with other Grandstream Products

GWN7605LR - Sales Kit
Overview and Basics

About the GWN7605LR

The GWN7605LR comes equipped with dual-band 2x2:2 MU-MIMO technology and a sophisticated antenna design for extended coverage range of up to 250 meters. It uses a controller-less distributed 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 GWN7605LR is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. Powered by market leading technology for advanced QoS, fast roaming, mesh networks, captive portals, support for 100+ concurrent clients and dual Gigabit network ports, the GWN7605LR is an ideal Wi-Fi access point for low-latency jitter-sensitive real-time applications (such as voice/video-over-Wi-Fi devices & applications) in low-to-medium user density scenarios.

Product Positioning

The GWN7605LR is an outdoor Wi-Fi access point that offers extended coverage range support for both indoor and outdoor deployments thanks to its innovative antenna and weatherproof design. The GWN7605LR comes equipped with dual-band 2X2:2 MU-MIMO technology and a sophisticated antenna design for extended coverage range of up to 250 meters.

Competitive Features

- 1.27Gbps aggregate wireless throughput and 2xGigabit wireline ports
- Dual-band 2x2:2 MU-MIMO with beamforming technology
- Supports 100+ concurrent Wi-Fi client devices
- Up to 250-meter coverage range
- Self power adaptation upon auto-detection of PoE/PoE+
- Anti-hacking secure boot and critical data/control lockdown via digital signatures
- Embedded controller can manage up to 50 local GWN series APs; GWN.Cloud offers unlimited AP management; GWN Manager offers premise-based software controller

GWN7605LR Key Technical Specifications

Wi-Fi Standards	IEEE 802.11a/b/g/n/ac (Wave-2)
Antennas	2 dual band internal antennas 2.4GHz: gain 3dBi, 5 GHz: gain 3dBi
Frequency Bands	2.4GHz radio: 2412 - 2484 GHz / 5GHz radio: 5180 - 5825 GHz
Coverage Range	Up to 250 meters *coverage range can vary based on environment
Wi-Fi and System Security	WEP, WPA/WPA2-PSK, WPA/WPA2 Enterprise (TKIP/AES), anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate and random default password per device
Concurrent Clients	100+
Network Interfaces	2 x autosensing 10/100/1000 Base-T Ethernet Ports

GWN7615 Presentation

GWN7615

802.11AC Wave-2 3X3:3
Wi-Fi Access Point

Translations

[English (PowerPoint)](#)

[English (PDF)](#)

[Portuguese (PowerPoint)](#)

[Portuguese (PDF)](#)

[Spanish (PowerPoint)](#)

[Spanish (PDF)](#)

GWN7605LR Presentation

GWN7605LR

————

802.11AC Wave-2 2X2:2
Outdoor Long-Range Wi-Fi
Access Point

Translations

English (PowerPoint)

English (PDF)

Portuguese (PowerPoint)

Portuguese (PDF)

Spanish (PowerPoint)

Spanish (PDF)

GWN7615 & GWN7605LR
Marketing Materials

Email

Email Editable File (InDesign)
Email (PDF)
Email Copy (Word)
Verticals Image
Email Banner (PNG)
Email Banner (PSD)
GWN7615 Product Image (PNG)
GWN7605LR Product Image (PNG)
Icons (PNG)

Email Signature

Email Signature Editable File (PSD)
Email Signature (PNG)

Press Release

Grandstream Releases New Additions to GWN Series Wi-Fi Access Points

Digital Marketing - Social Template

Create your own Social Media Image

Use the editable template to customize your own social image, or create your own using the elements provided below. We recommend using the text provided in the messaging and strategy on page 2 & 3.

Social Image w/ text Template:
Editable Photoshop File
Social Image w/ text_ English (PNG)

Stock Photos (2 Options)
Option 1
Option 2

Icons (white):
All 4 Icons
3x3 MIMO
Gigabit
Security
250-Meters
Wi-Fi

Product Images
GWN7605LR_front_Antennas
GWN7615_right

Logo (add your own or use Grandstream's)
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
(from Messaging and Strategy on Pg.2)

Icons

Subhead
(from Messaging and Strategy on Pg.2)

Digital Marketing - Social Paid / Cover Photo

Paid Social Ad (no text)

Social Image (no text)
Social Image (limited text)

Paid/Non-Paid Social Copy
Suggested Social Copy

Facebook Cover Photo -
mobile and desktop friendly

Facebook Cover Photo_Editable (PSD)
Facebook Cover Photo_English (PNG)

Digital Advertising - Banner Ads Template

What are Banner Ads?

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.

See the next page for recommended sizing

Ad Banner 300x250
Editable Photoshop File (300x250 Sample)
Ad Banner Sample 300x250 (PNG)
Learn More Orange Button

Icons (white):
All 4 Icons
3x3 MIMO
Gigabit
Security
250-Meters
Wi-Fi

Product Images
GWN7605LR_front_Antennas
GWN7615_right

Logo (add your own or use Grandstream's)
Logo_white
Logo_blue

Official Grandstream Colors:

Deep Blue:
RGB: 42 / 83 / 137
#295288

Aqua Blue:
RGB: 70 / 168 / 202
#46A7C9

Grey:
RGB: 156 / 158 / 159
#9C9D9F

Orange (Secondary Color):
RGB: 255 / 83 / 13
#FF530D

Tagline
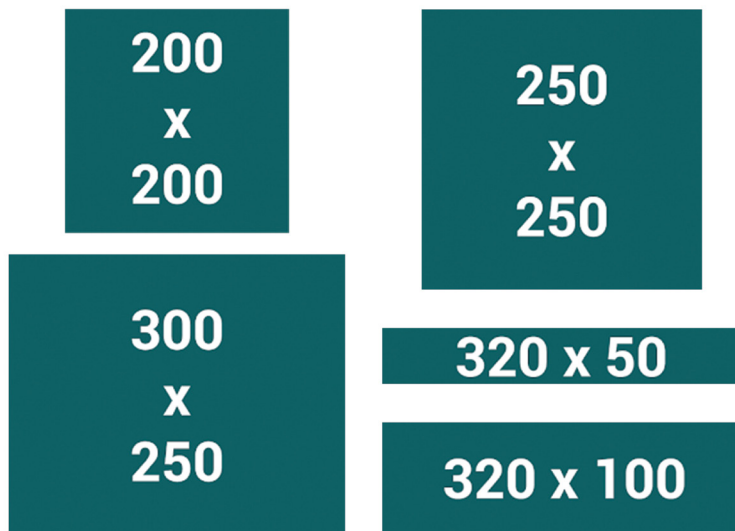(from Messaging and Strategy on Pg.2/3)

Indoor & Outdoor Wi-Fi Access Points

Grandstream has released two new additions to the GWN Series of Wi-Fi Access Points to include an Enterprise Wi-Fi Access Point and Outdoor Long-Range Wi-Fi Access Point.

Learn More

CTA (Call to Action)
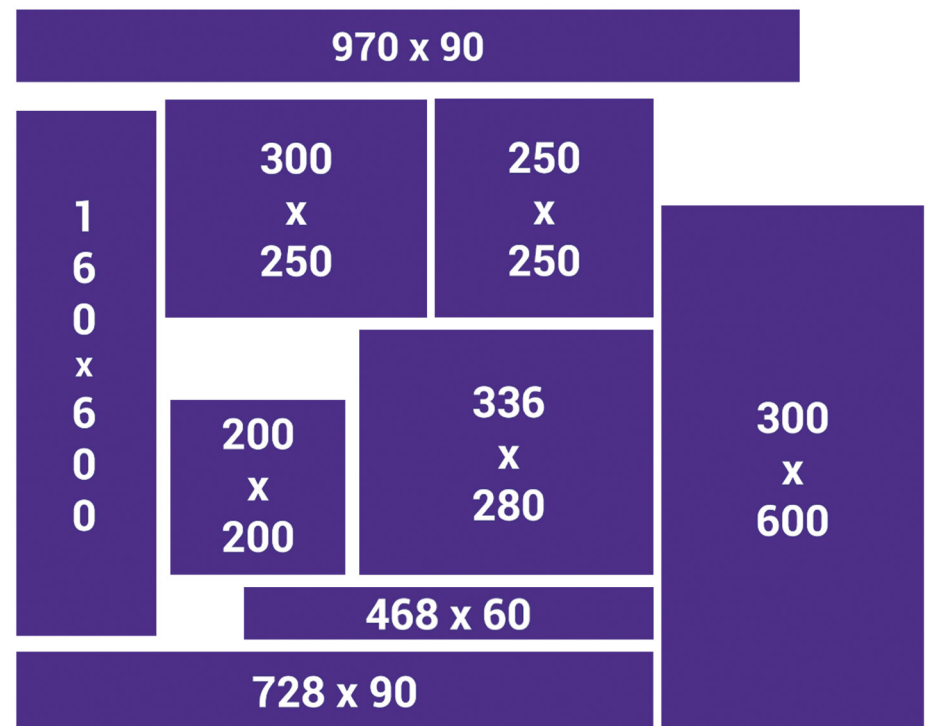Tells the site users to do something such as sending them to a product page

Subhead
(from Messaging and Strategy on Pg.2)

Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions

Computer: Common Ad Dimensions

Marketing Assets

1. Product Images
- [GWN7615_front](#)
- [GWN7615_right](#)
- [GWN_top w/ background](#)
- [GWN_top](#)

- [GWN7605LR Front w/ Antennas](#)
- [GWN7605LR Front](#)
- [GWN7605LR Side](#)

GWN7615 Front

GWN7615 Right

GWN7615 Top w/ Background

2. GWN7615 Datasheet Feature icons
- [3x3 MIMO](#)
- [175 Meters](#)
- [Gigabit](#)
- [PoE](#)
- [Devices](#)
- [QoS](#)
- [Security](#)
- [Embedded Controller](#)

GWN7605LR w/ Antennas

GWN7605LR Front

GWN7605LR Side

3. GWN7605LR Datasheet Feature Icons
- [2x2 MIMO](#)
- [250 Meters](#)
- [Gigabit](#)
- [PoE](#)
- [Devices](#)
- [QoS](#)
- [Security](#)
- [Embedded Controller](#)
- [Detachable Antennas](#)

PoE

Devices

Embedded Controller

Detachable Antennas