



Partner Marketing Kit



GWN7660

Table of Contents

Sales Kit	3
Presentation	4
Product Messaging	5
Datasheets	6
Marketing Materials (Email, Email Signature, Press Release)	7
Digital Marketing- Social Template	8
Digital Marketing- Paid Social / Cover Photo	9
Digital Advertising- Paid Banner Ads	10-11
Marketing Assets (Product Images, Feature Icons)	12

GWN7660 Sales Kit

GWN7660 - Sales Kit Overview and Basics

About the GWN7660

The GWN7660 offers dual-band 2x2:2 MU-MIMO with DL/UL OFDMA technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7660 uses a controller-less distributed network management design in which the controller is embedded within the product's Web user interface. The GWN7660 is also supported by GWN.Cloud. It offers an effective solution for high density deployments.

Product Positioning

GWN7660 is a perfect Wi-Fi access point for medium wireless network deployments with medium-to-high user density 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, 256 concurrent clients per AP and dual Gigabit network ports with PoE/PoE+,



Supports 256+ concurrent Wi-Fi client devices



Up to 175 meter coverage range



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

Competitive Features

- 1.77Gbps aggregate wireless throughput and 2xGigabit wireline ports
- Dual-band 2x2:2 MU-MIMO technology
- DL/UL OFDMA technology
- Supports 256+ 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

GWN7660 Key Technical Specifications

Wi-Fi Standards	IEEE 802.11 a/b/g/n/ac/ax (Wi-Fi 6)
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 175 meters <small>*coverage range can vary based on environment</small>
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	256+
Network Interfaces	2 x autosensing 10/100/1000 Base-T Ethernet Ports

- **Market Leading Wi-Fi Standards:** Wave-2 IEEE 802.11 a/b/g/n/ac/ax standards, this supports past, present, and future Wi-Fi devices
- **Greater Performance for Less Money:** 256+ concurrent devices, 175-meter coverage range, 1.77Gbps aggregate dual-band throughput

Network Management

Choose between three ways to manage your wireless network with the GWN7660.

- **GWN.Cloud:** Grandstream's cloud-based Wi-Fi access point management platform. Configure, manage, and troubleshoot unlimited wireless deployments entirely from the cloud
- **GWN Manager:** For deployments with higher security standards, the GWN Manager is a premise-based version of the GWN.Cloud
- **Built-in Controller:** The GWN7660 can manage up to 50 local GWN series access points



- **Beamforming Technology:** AP detects wireless clients and focus signals towards them
- **Multiple Customized SSIDs:** Up to 32 SSID channels with customized client configurations, captive portal, and bandwidth limits
- **QoS Standards:** Prioritizes certain network traffic/devices so critical tasks don't compete for bandwidth, can be customized based on deployment



Client Configuration

The way wireless clients access the internet through a GWN7660 can be highly customized based on AP or SSID.

- **Blacklist:** Prevents specific MAC addresses from connecting
- **Connection Time:** Enforce timeout of a connection and requires renewal
- **Wireless Client Limit:** Puts a cap on the maximum amount of wireless clients that can be connected to an SSID at a single time
- **Bandwidth Rules:** A variety of rules that restrict the bandwidth usage of client devices

Translations

[English](#)

Advanced Features

GWN7660 comes equipped with the advanced beamforming features of our GWN access points. **OFDMA:** Access points running on the 802.11ax perform better in dense environments and are able to manage multiple Wi-Fi devices with varying bandwidth demands

GWN7660 Presentation



Translations

[English \(PowerPoint\)](#)

[English \(PDF\)](#)

Product Messaging

GWN7660

Tagline	GWN 2x2:2 Wi-Fi 6 Indoor Access Point		
Subhead	The GWN7660 is an enterprise-grade 802.11ax Wi-Fi 6 access point that allows businesses to build next-generation Wi-Fi networks for high-density environments.		
Target Audience	Dense Wi-Fi environments such as medium-to-large offices, schools, colleges/universities, hotels, convention centers, stadiums, gymnasiums, auditoriums and more.		
Product Description	The GWN7660 offers dual-band 2x2:2 MU-MIMO with DL/UL OFDMA technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7660 uses a controller-less distributed network management design in which the controller is embedded within the product's Web user interface. The GWN7660 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. 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, 256 concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, GWN7660 is an ideal Wi-Fi access point for medium wireless network deployments with medium-to-high user density.		
Customer Challenges	Arenas and stadiums where there might be sports games, festivals, and concerts with dense crowds, looking to provide coverage and support to large numbers of client devices.	Medium to large offices who rely on Wi-Fi for most communications and need to support hundreds of simultaneous Wi-Fi connections while ensuring maximum quality for each connection.	Businesses who are experiencing lackluster Wi-Fi network quality now that they are relying on it for most communications and each user who need to access Wi-Fi across numerous devices concurrently.
Customer Solutions	Each GWN7660 supports Wi-Fi 6 for faster data speeds and up to 250+ client devices. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.	GWN7660 supports Wi-Fi 6, which was designed specifically to maximize quality in dense Wi-Fi environments. It is ideal for businesses that rely on Wi-Fi for voice, video, data and mobility solutions.	GWN7660 supports the most advanced Wi-Fi standard, Wi-Fi 6, allowing it to be ideal for high-density Wi-Fi networks that require maximum speeds and client support.

[English](#)

[German](#)

[Polish](#)

[Russian](#)

[French](#)

[Italian](#)

[Portuguese](#)

[Spanish](#)

GWN7660 Datasheets



GRANDSTREAM
CONNECTING THE WORLD

Wi-Fi 6
802.11ax

802.11ax 2x2:2 Wi-Fi 6 Access Point GWN7660

The GWN7660 is an enterprise-grade 802.11ax Wi-Fi 6 access point that allows businesses to build next-generation Wi-Fi networks for high-density environments. It offers dual-band 2x2:2 MU-MIMO with DLUL OFDMA technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. To ensure easy installation and management, the GWN7660 uses a controller-less distributed network management design in which the controller is embedded within the product's Web user interface. The GWN7660 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. 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, 256 concurrent clients per AP and dual Gigabit network ports with PoE/PoE+, GWN7660 is an ideal Wi-Fi access point for medium wireless network deployments with medium-to-high user density.

 Gigabit 1.77Gbps aggregate wireless throughput and 2x Gigabit Ethernet ports	 2x2 MU-MIMO Dual-band 2x2:2 MU-MIMO with DLUL OFDMA technology	 175 meters Up to 175-meter coverage range	 256 concurrent Supports 256 concurrent Wi-Fi client devices
 QoS Advanced QoS to ensure real-time performance of low-latency applications	 Secure boot Anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate/random default password per device	 PoE Self power adaptation upon auto detection of PoE or PoE+	 Controller Embedded controller can manage up to 50 local GWN series APs; GWN.Cloud offers unlimited AP management; GWN Manager offers premise-based software controller

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Wi-Fi Standards	IEEE 802.11 a/b/g/n/ac/ax
Antennas	2 dual band internal antennas 2.4GHz, gain 3dBi / 5 GHz, gain 4dBi
5G:	IEEE 802.11ax: 7.3 Mbps to 1201 Mbps; IEEE 802.11ac: 6.5 Mbps to 867 Mbps; IEEE 802.11n: 6.5Mbps to 300Mbps; IEEE 802.11a: 6, 9, 12, 18, 24, 36, 48, 54 Mbps
Wi-Fi Data Rates	2.4G: IEEE 802.11ax: 7.3 Mbps to 573.5 Mbps; IEEE 802.11n: 6.5Mbps to 300Mbps; IEEE 802.11b: 1, 2, 5.5, 11 Mbps; IEEE 802.11g: 6, 9, 12, 18, 24, 36, 48, 54 Mbps
<i>*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</i>	
Frequency Bands	2.4GHz radio: 2400-2483.5MHz 5GHz radio: 5150-5850MHz
Channel Bandwidth	2.4G: 20 and 40 MHz 5G: 20.40 and 80 MHz
Wi-Fi and System Security	WEP, WPA/WPA2-PSK, WPA/WPA2 Enterprise (TKIP/AES), WPA3, anti-hacking secure boot and critical data/control lockdown via digital signatures, unique security certificate and random default password per device
MIMO	2x2:2 4GHz 2x2:2 5GHz
Coverage Range	Up to 175 meters <i>*coverage range can vary based on environment</i>
Maximum TX Power	5G: 2200m 2.4G: 2400m <i>*Maximum power varies by country, frequency band and MCS rate</i>
Receiver Sensitivity	2.4G 802.11b: -96dBm@1Mbps, -89dBm@11Mbps; 802.11g: -93dBm@6Mbps, -75dBm@54Mbps; 802.11n 20MHz: -73dBm @MCS7; 802.11n 40MHz: -70dB @MCS7; 802.11ax 20MHz: -60dBm @MCS11; 802.11ax 40MHz: -58dBm @MCS11; 5G 802.11a: -92dBm @6Mbps, -74dBm @54Mbps; 802.11n 20MHz: -73dBm @MCS7; 802.11n 40MHz: -70dBm @MCS7; 802.11ac 20MHz: -67dBm@MCS9; 802.11ac 40MHz: -63dBm @MCS9; 802.11ac 80MHz: -59dBm @MCS9; 802.11ax 20MHz: -60dBm @MCS11; 802.11ax 40MHz: -58dBm @MCS11; 802.11ax 80MHz: -56dBm @MCS11
SSIDs	32 SSIDs total, 16 per radio (2.4ghz and 5 ghz)
Concurrent Clients	256
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 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; Maximum Power Consumption: 9W Operation: 0°C to 45°C Storage: -10°C to 60°C
Environmental	Humidity: 10% to 90% Non-condensing
Physical	Unit Dimension: 180.4mmx180.4mmx40.8mm; Unit Weight: 443g Entire Package Dimension: 228.5x220.7mm; Entire Package Weight: 774g
Package Content	GWN7660 802.11ax Wireless AP, Mounting Kits, Quick Start Guide
Compliance	FCC, CE, RoHS, IC

2.2021.04

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Translations

[English](#)

[French](#)

[German](#)

[Italian](#)

[Polish](#)

[Portuguese](#)

[Russian](#)

[Spanish](#)

GWN7660

Marketing Materials

Email

- [Email \(Packaged InDesign File\)](#)
- [Email \(PDF\)](#)
- [Email Text \(Word\)](#)
- [Email Banner \(PSD\)](#)
- [Email Banner \(PNG\)](#)

Email Signature

- [Email Signature Editable File \(PSD\)](#)
- [Email Signature \(PNG\)](#)

AVAILABLE NOW

The GWN7660 is an enterprise-grade 802.11ax Wi-Fi 6 access point that allows businesses to build next-generation Wi-Fi networks for high-density environments.



Press Release

[Grandstream Releases New Wi-Fi 6 Access Point to GWN Series](#)



Now Available
GWN 2x2:2 Wi-Fi 6 Indoor Access Point
GWN7660

Grandstream Adds First WiFi 6 Access Point to GWN Series

Today, Grandstream has announced the release of a new Wi-Fi 6 Access Point to the GWN Series. The GWN7660 offers dual-band 2x2:2 MU-MIMO with DL/UL OFDMA technology and a sophisticated antenna design for maximum network throughput and expanded Wi-Fi coverage range. The GWN7660 is also supported by GWN.Cloud and GWN Manager, Grandstream's cloud and on-premise Wi-Fi management platform. 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.

WiFi 6 Certified

The GWN7660 is fully certified by the Wi-Fi Alliance. The Wi-Fi Alliance drives global Wi-Fi adoption and evolution through thought leadership, spectrum advocacy and industry-wide collaboration. [\(Wi-Fi.org\)](#)

2x2:2 MIMO

Dual-band 2x2:2 MUMIMO with DL/UL OFDMA technology, and 1.77Gbps throughput

Coverage

Up to 175-meter coverage range and Supports 256 concurrent Wi-Fi client devices

Deployment Scenarios

Medium-Large Offices

Ideal for medium to large offices who rely on Wi-Fi for most communications and need to support hundreds of simultaneous Wi-Fi connections while ensuring maximum quality for each connection. GWN7660 supports Wi-Fi 6, which was designed specifically to maximize quality in dense Wi-Fi environments. It is ideal for businesses that rely on Wi-Fi for voice, video, data and mobility solutions.

Hospitality

Hotels and convention centers need to support hundreds of users throughout large spaces while offering fast speeds - which is what the GWN7660 was made to do. It utilizes the next-gen Wi-Fi 6 standard, supports mesh networks, and more.

Stadiums & Arenas

Arenas and stadiums where there might be sports games, festivals, and concerts with dense crowds, looking to provide coverage and support to large numbers of client devices. Each GWN7660 supports Wi-Fi 6 for faster data speeds and up to 250+ client devices. GWN series APs can be configured to create a mesh network in order to provide better coverage in hard-to-cover areas and create back-up in case an AP goes down.

YouTube Twitter LinkedIn Facebook

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 \(PNG\)](#)

Product Images

[GWN7660 Front](#)

[Wi-Fi 6 Certified](#)

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)



Subhead
(from Messaging and Strategy on Pg.2)

Digital Marketing - Social Paid / Cover Photo

Paid Social Ad (no text)

[Social Image \(no text\)](#)

Paid/Non-Paid Social Copy

[Suggested Social Copy](#)

Facebook Cover Photo - mobile and desktop friendly

[Facebook Cover Photo Editable \(PSD\)](#)

[Facebook Cover Photo \(PNG\)](#)



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 following page for recommended sizing.

Ad Banner 300x250

[Editable Photoshop File \(300x250 Sample\)](#)

[Ad Banner Sample 300x250 \(PNG\)](#)

Product Images

[GWN7660 Front](#)

[Wi-Fi 6 Certified](#)


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

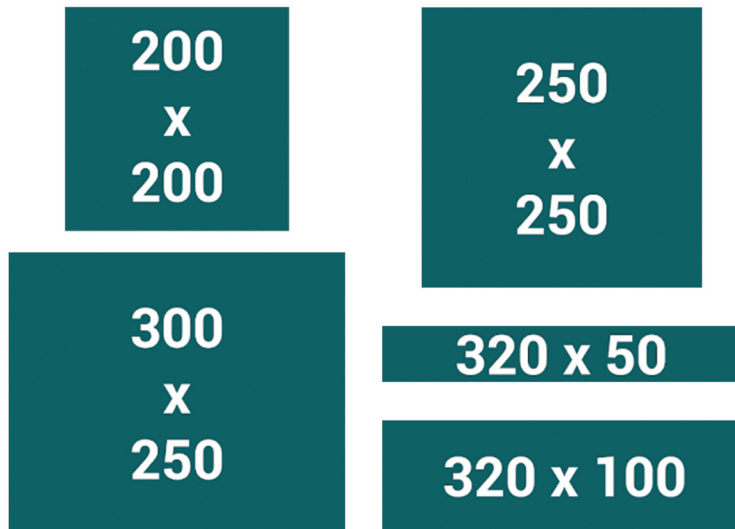
Orange (Secondary Color):

 RGB: 255 / 83 / 13
#FF530D

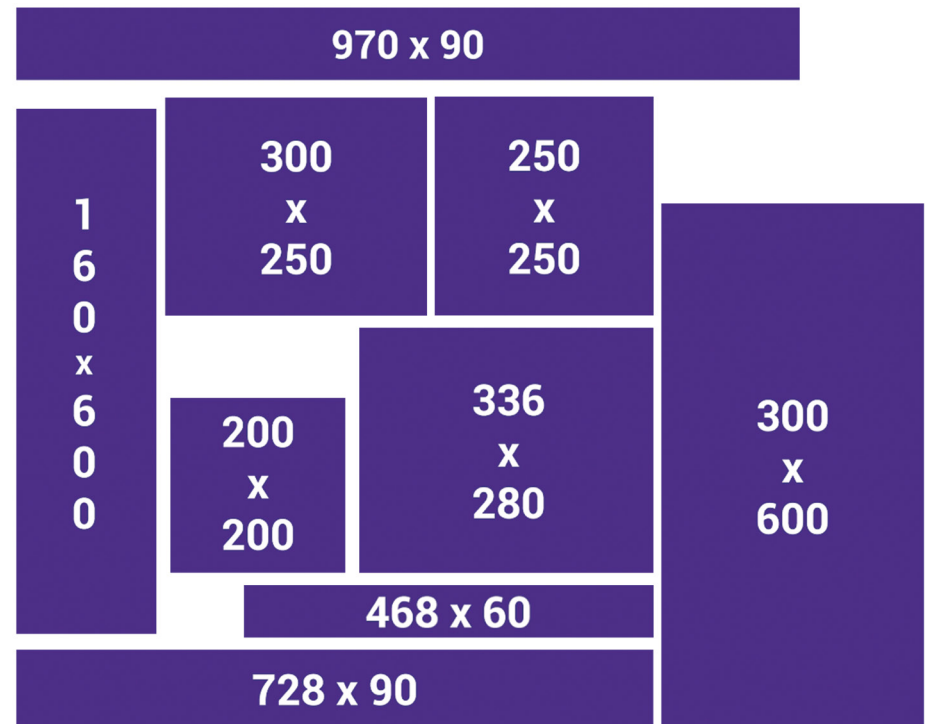


Digital Advertising - Banner Ads Sizing

Mobile: Common Ad Dimensions



Computer: Common Ad Dimensions



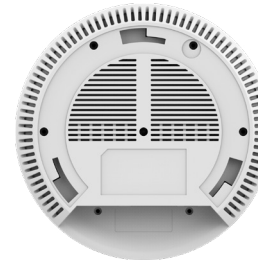
Marketing Assets

1. Product Images

- [GWN7660 Front](#)
- [GWN7660 Back](#)
- [GWN7660 Right](#)
- [GWN7660 Left](#)
- [GWN7660 Top](#)
- [GWN7660 Bottom](#)



GWN7660 Front



GWN7660 Back



GWN7660 Right

2. Feature icons

- [Gigabit](#)
- [2x2 MIMO](#)
- [175 Meters](#)
- [Devices](#)
- [QoS](#)
- [Security](#)
- [PoE](#)
- [Embedded Controller](#)



GWN7660 Left



GWN7660 Top



GWN7660 Bottom



Gigabit

Gigabit



2x2 MIMO



175
meters

175 Meters



Devices



QoS

QoS



Security



PoE



Embedded Controller