

# TP-Link Sales Guide Archer C80





## Tehnologie revoluționară la tine acasă!

Performanță Wi-Fi Wave2 I Dual Band  
Full Gigabit I MU-MIMO



Gigabit



MIMO



Airtime  
Fairness



Control  
Parental



Smart  
Connect



Wave2  
802.11ac  
Wi-Fi  
Wave2

Archer C80

Router Wi-Fi MU-MIMO  
AC1900

NOU

3ANI  
Garanție



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# 1. Basic Information

1.1 Product Appearance

1.2 Product Description

1.3 Logistic Information

1.4 Specifications

1.5 Product Positioning

## 1.1 Product Appearance

# Affordable High-Performance for All

Dual Band | Full Gigabit

AC1900 MU-MIMO Wi-Fi Router

**Archer C80**





## 1.1 Product Appearance



Concurrent Dual-Band Wi-Fi



Power On/Off

Gigabit LAN Ports  
Help wired devices reach  
their best performance

Reset



## 1.2 Product Description

Model	Product Description
<b>Archer C80(EU) 1.0</b>	<ul style="list-style-type: none"><li>AC1900 Dual-Band MU-MIMO Wi-Fi Router, 2.4 GHz up to 600 Mbps, 5 GHz up to 1300 Mbps, 1 Gigabit WAN port and 4 Gigabit LAN ports, 4 external antennas, MU-MIMO, Beamforming, Smart Connect, Airtime Fairness, IPTV, Access Point Mode, IPv6 Ready, Guest Network, Quality of Service, Parental Control, Tether App, Cloud Service, QR Code Wi-Fi Sharing</li><li>VxWorks Operating System – Archer C80 utilizes the real-time VxWorks system, which has pre-assigned RAM strategy to provide more stable and high-responsive experience.</li></ul>

## 1.3 Logistic Information

Model	Version	Part No.	EAN-13	UPC-12	Packaging Size (mm)	Quantity Carton(pcs)
<b>Archer C80(EU) 1.0</b>	1.0	1750502402	6935364088873	845973088873	350*240*82	10

\*Further software upgrades for feature availability may be required.








## 1.4 Specifications

Archer C80	SPEC
Wi-Fi	1300 Mbps (5 GHz) + 600 Mbps (2.4 GHz) 256QAM
CPU	MediaTek 1.2 GHz CPU
Internet Ports	1 Gigabit WAN port 4 Gigabit LAN ports
USB Ports	N/A
Antennas	4 Omni-Directional External Antennas
Button	3 Buttons: Power*1, Reset*1, WPS/Wi-Fi
LED	5 LEDs: Power, 2.4G Wi-Fi, 5G Wi-Fi, LAN, Internet
Power Adapter	12 V/1 A
Size	215*117*32 mm
Net Weight	0.32 kg





## 1.5 Product Positioning

				
Model	Archer C6	Archer C7	Archer C80	Archer C9
Wireless Speed	300 Mbps @2.4G	450 Mbps @2.4G	600 Mbps @2.4G	600 Mbps @2.4G
	867 Mbps @5G	1300 Mbps @5G	1300 Mbps @5G	1300 Mbps @5G
Antennas	4 external antennas 1 internal antenna	3 external antennas	4 external antennas	3 external antennas
USB	NO	1 USB 2.0	NO	USB 3.0 + USB 2.0
MU-MIMO	YES	NO	YES	NO
Beamforming	YES	NO	YES	YES
Smart Connect	YES	YES	YES	NO
Airtime Fairness	NO	NO	YES	NO
AP Mode	YES	YES	YES	YES
Alexa	YES*	YES	YES*	YES
OneMesh	YES*	YES	YES*	NO
Availability	YES	YES	READY TO ORDER	EOL SOON

## 2. Sales Guide

2.1 Selling Points

2.2 Comparison



## 2.1 Selling Points — Industry Trends of 802.11ac Wave2

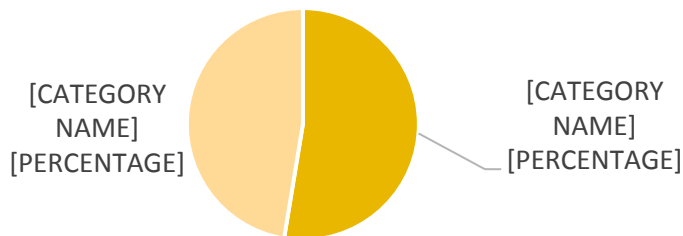
Wireless standard has gone through great changes in the last few years. In response to the increased home Wi-Fi demand, network upgrading has been the inevitable trends. With higher Wi-Fi performance, wider channels and better end device efficiency, 802.11ac Wave2 is going to be the standard that most will adhere to.

### Diverse Network Needs



Ranging from extremely low traffic to highly bandwidth intensive

### Consumer WLAN Market Unit Shipment



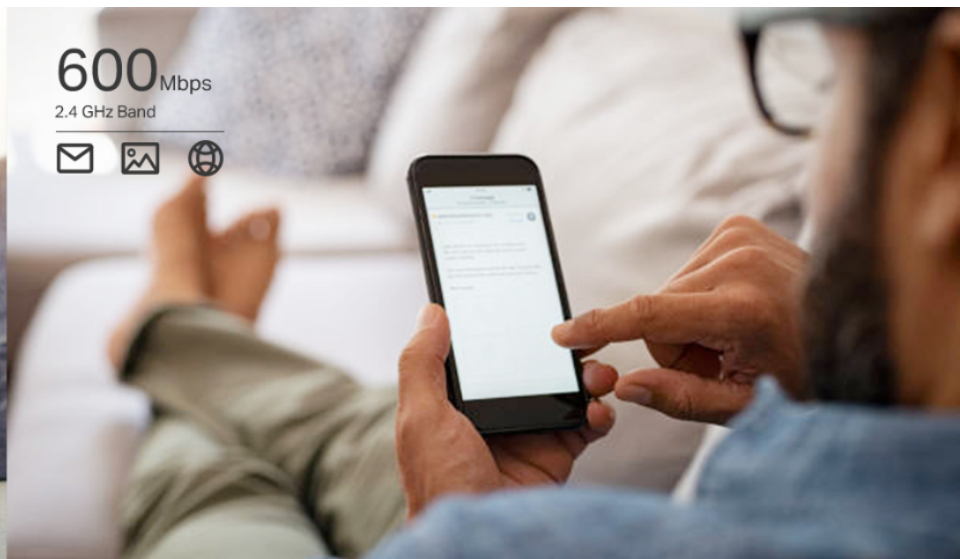
\*Data Source: IDC WLAN Market Tracker, 2019 Q2.





## 2.1 Selling Points — Incredible 802.11ac Wave2 Home Wi-Fi

Archer C80 delivers high-performance and affordable home Wi-Fi with total speeds up to 1900 Mbps. Handle simple tasks like sending e-mails or surfing the web on the 2.4 GHz band and bandwidth-intensive tasks like online gaming or 4K/8K UHD streaming on the 5 GHz band—all lag-free.

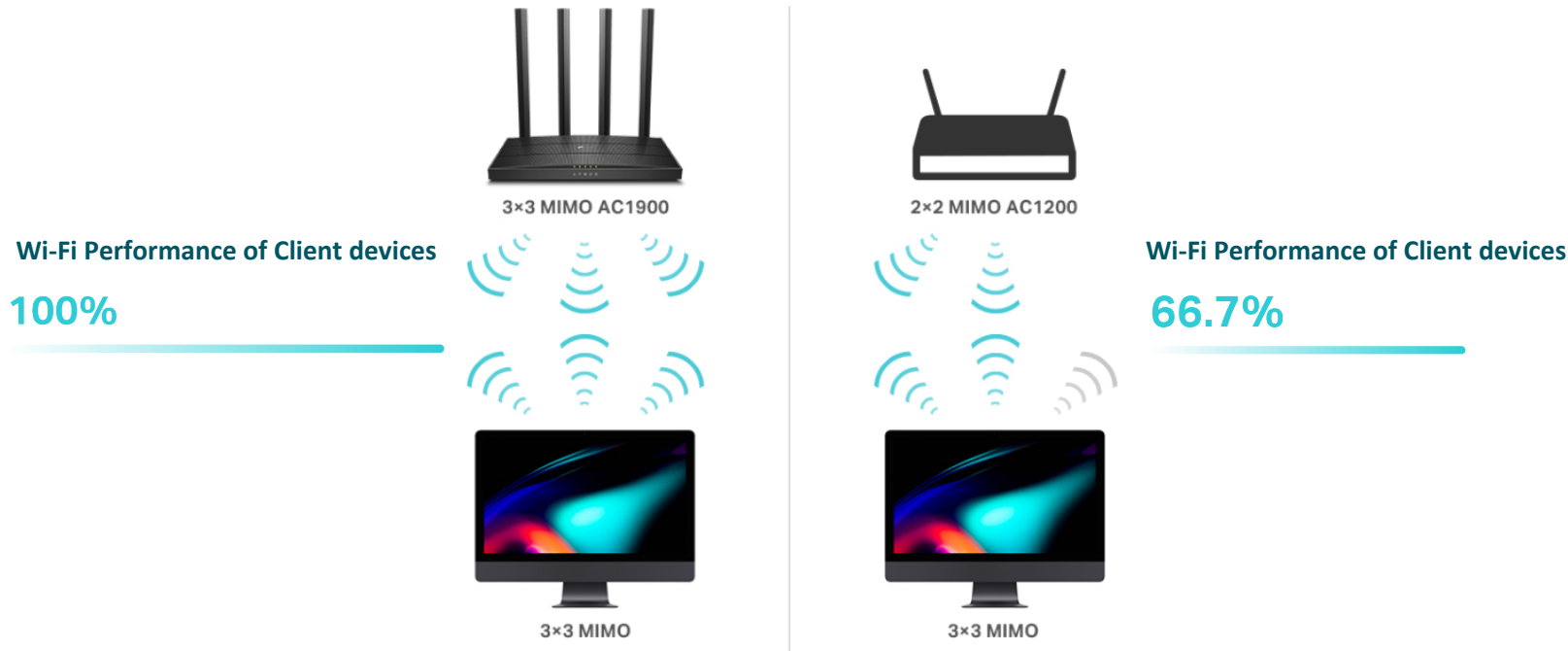




## 2.1 Selling Points – Maximum Wi-Fi Performance with 3×3 MIMO

Prevalent computers, like Macs, already support 3×3 MIMO technology, so should your router!

With 3×3 MIMO, Archer C80 is capable of transmitting and receiving data on three streams. All these streams offer the device more bandwidth capacity for downloading and uploading to and from the wireless network. With three streams, Archer C80 pairs perfectly with 3×3 client devices and achieves 33.3% higher efficiency than 2×2 MIMO routers.






## 2.1 Selling Points – Broader Coverage with Beamforming Technology

Access your entertainment from every corner of your home with 4 external high-performance antennas. Beamforming technology detects devices and concentrates wireless signal strength towards them, even if they are far away or low-powered.



 Archer C80  Beamforming

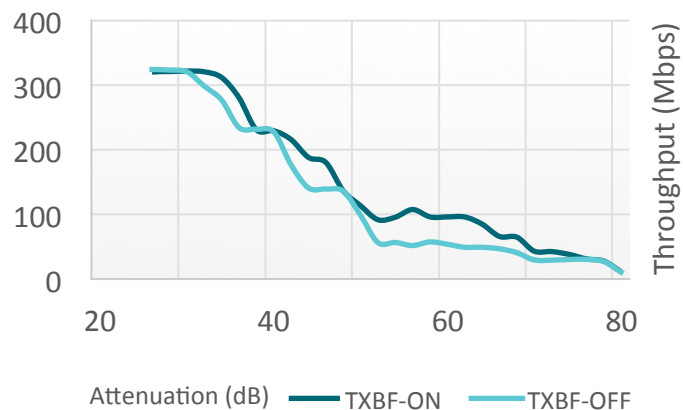


 Other Router Without Beamforming

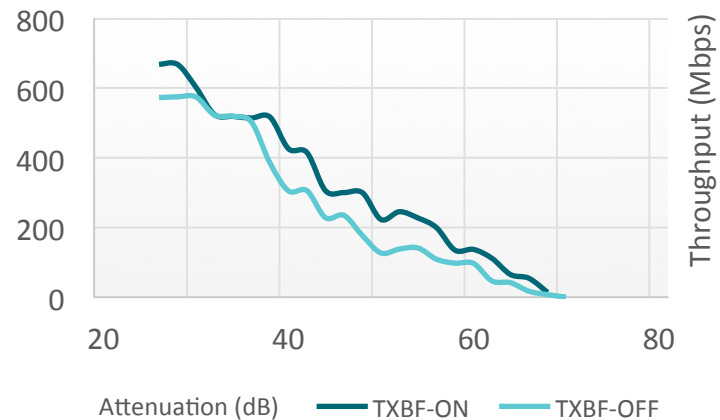


## 2.1 Selling Points – Broader Coverage with Beamforming Technology

Beamforming performance on 2.4 GHz



Beamforming performance on 5 GHz

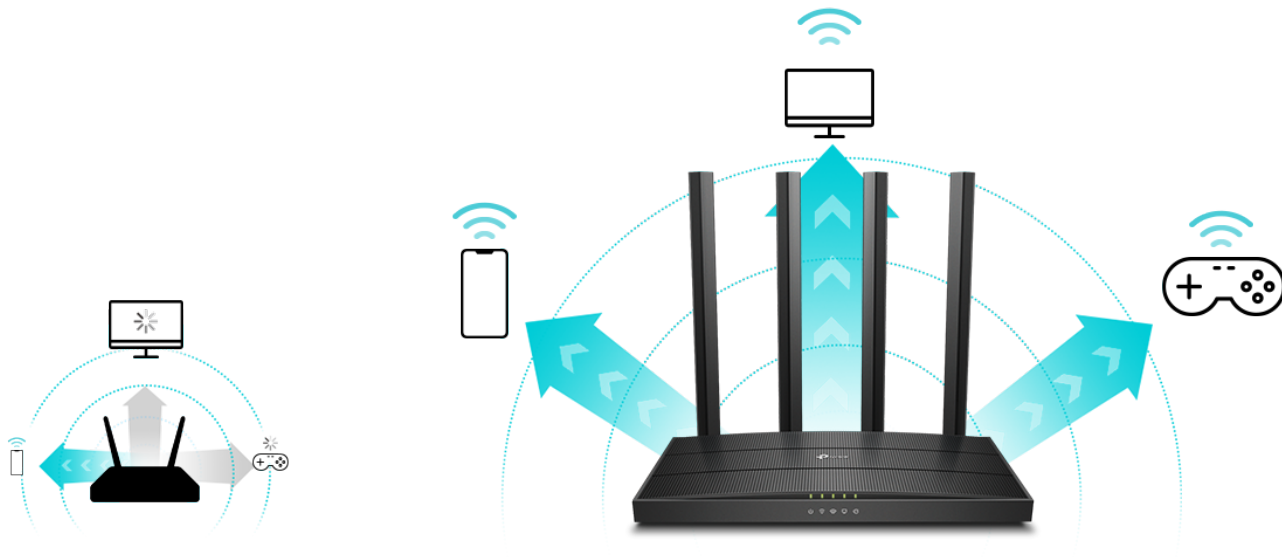


\*All data is based on TP-Link lab environment.



## 2.1 Selling Points – Connect More Devices with MU-MIMO Technology

Archer C80 helps your devices achieve optimal performance by making communication more efficient with MU-MIMO technology. Three simultaneous data streams, allow all connected devices to achieve speeds up to 3× faster than standard AC routers







## 2.1 Selling Points – Increased Efficiency in Wi-Fi Distribution

### Smart Connect

Smart Connect unites 2.4 GHz and 5GHz band into a single Wi-Fi SSID and helps your router automatically switch each device's connection to the best available Wi-Fi band.



### Airtime Fairness

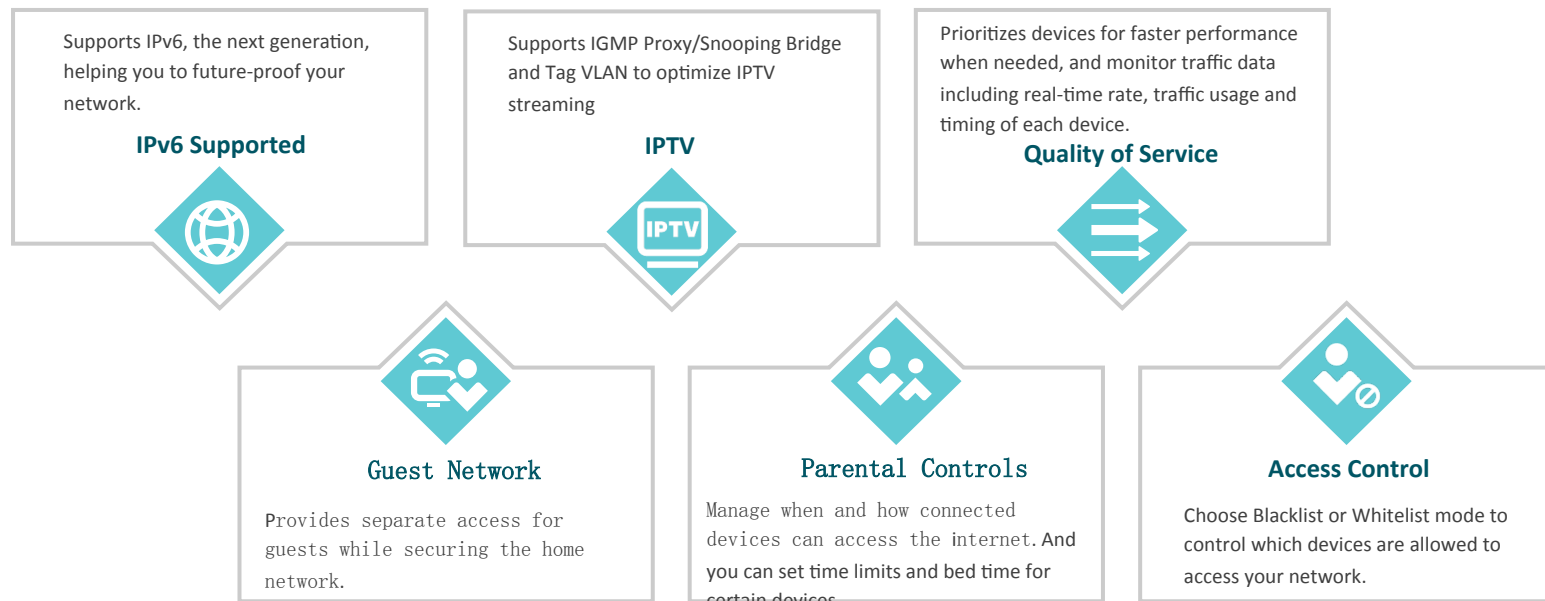
Airtime Fairness equally divides network time between new devices, such as your gaming rig and older devices to improve your overall Wi-Fi performance and reliability.





## 2.1 Selling Points – Fulfill Your Diverse Network Needs

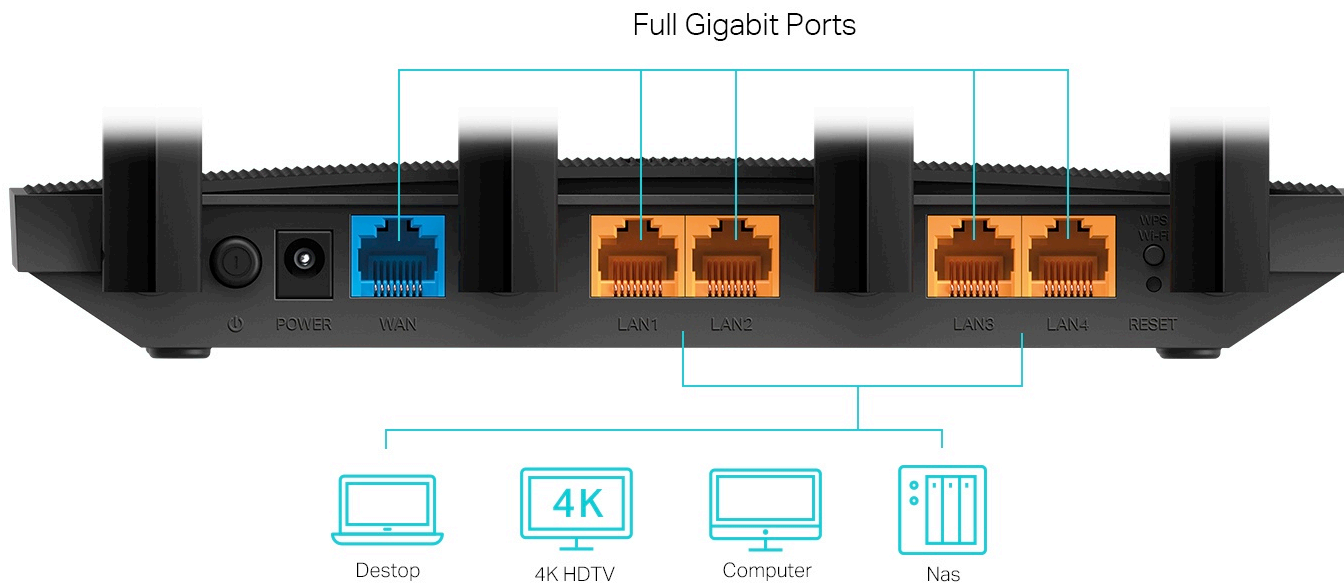
Archer C80 provides a wealth of advanced tools for family entertainment and personalized network management.





## 2.1 Selling Points – Full Gigabit Ports

Gigabit Ethernet ports (1 WAN+ 4 LAN) deliver maximum wired speeds. Plug in your PCs, smart TVs, and game consoles for fast and reliable connections.





## 2.1 Selling Points – Fine Crafting for ID Design

Positioned as the product made for all, Archer C80 continues the popularly received “Three Bar” pattern. Such a modern yet simple style blends ideally into any hi-tech home today. The diamond-fashioned surface amalgamates the beauty of order and precision into this home Wi-Fi router.





## 2.1 Selling Points – TP-Link Cloud Service

TP-Link Cloud Service allows you to manage your home network and devices with a single account.

With TP-Link Cloud Service, you can:

- **Remote Control:** access your device and local servers (FTP, HTTP, etc.) anywhere.
- **Online Update:** always keep your firmware up to date with the online upgrade function.
- **Unified Management:** manage multiple devices with only one account, remembering endless usernames and passwords is a thing of the past.





## 2.1 Selling Points – Considerate Features for Better Enjoyment

Careful attention to every detail, such as Wi-Fi scheduling and quick Wi-Fi sharing, delivers a superior network experience.



### Reboot Schedule

The Reboot Schedule cleans the cache to enhance the running performance of the router. You can reboot the router manually or set it to reboot regularly.



### LED Control

Turn the LED light on or off when you want. Don't let bright lights disturb your sleep.



### Quick Wi-Fi Sharing

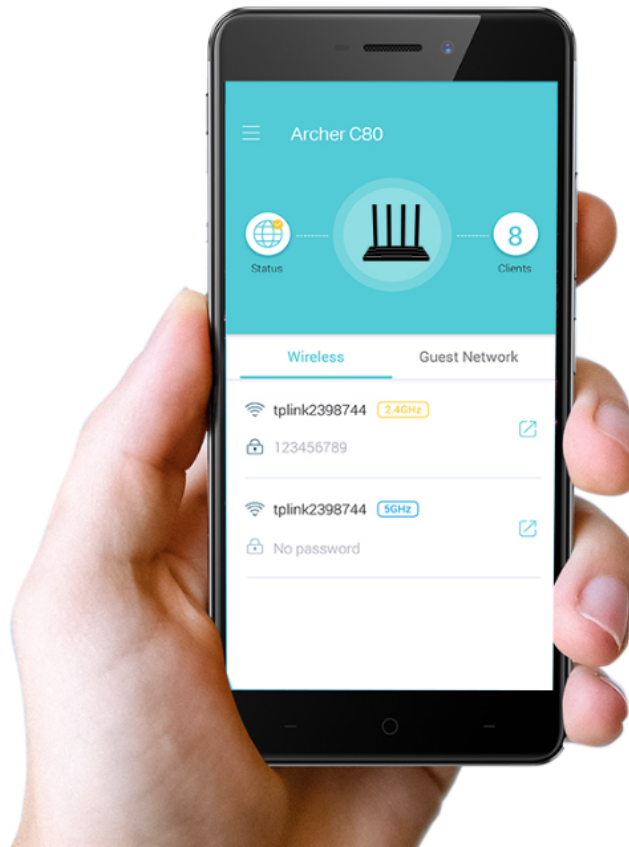
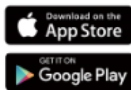
Generate a QR code from Tether app or web UI to quickly share Wi-Fi with your guests.



## 2.1 Selling Points – Intuitive Tether App for Remote Management

### Easy Setup at Your Fingertips

The free Tether app is available for both Android and iOS devices, making it easy to set up the Archer C80 and manage your network settings.





## 2.2 Comparison – Market Competitiveness

### Target Market



Developed Market

### Value Position

Affordable  
Mainstream Router



Developing Market

Barrier-Free Upgrade  
from AC1200



Potential Market

Low-Barrier Upgrade  
from 802.11n

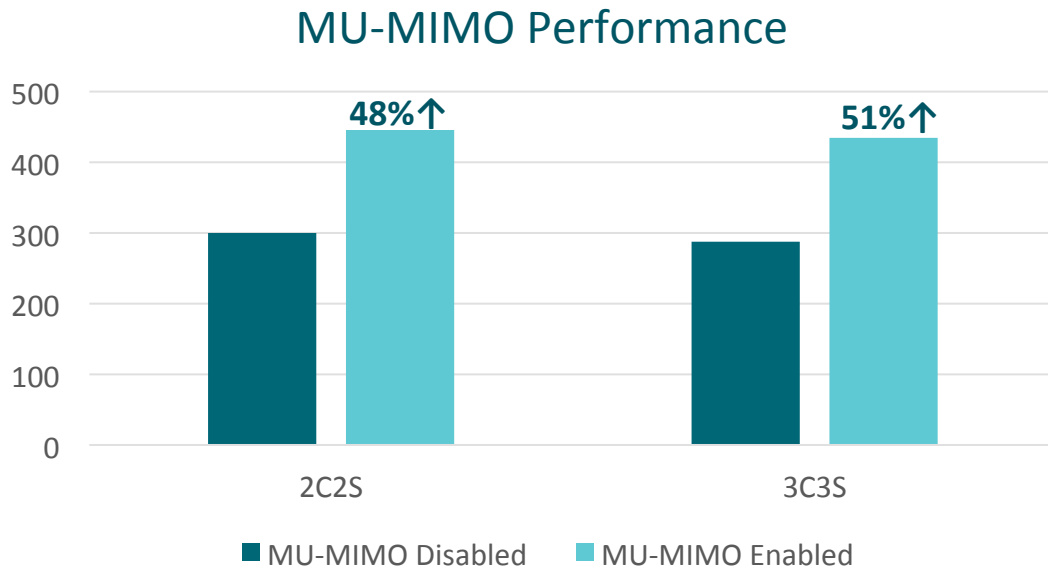
### Core Strengths / Key Benefits

- **Reliable Performance**
- **Large scale for Price Adjustment and Management:**
  1. Flexible Channel Strategy
  2. High profits/margins from product sales
  3. Extremely low price to dominate the market of AC1900 3x3 Router
- **Higher product Level without price increases:**
  1. Greatly reduce the cost of network upgrading
  2. Highly competitive price for the market of AC1200 Router
  3. Better to pair with 3T3R client devices than 2x2 routers.
- **Leading the Mainstream of 802.11 ac wave 2**
- **Particular Software Functions for small to medium-sized ISPs**
- **High-level performance with much more affordable price**
- **Open the high-end market**
- **Lay the solid foundation for the future developments**





## 2.2 Comparison – MU-MIMO Performance



\*Clients in the test are 1\*1 MIMO clients and support MU-MIMO.

\*All data is based on TP-Link lab environment.

# 3. Q&A

## 3.1 For Archer C80 Consumers



### 3.1 For Archer C80 Consumers

Q1: What are the differences between Archer C80 and Archer C9?

A1: Archer C80 has 4 external antennas without USB ports while Archer C9 has 3 external antennas and 2 USB ports.

Archer C80 supports 3x3 MU-MIMO technology, Airtime Fairness and Smart Connect while Archer C9 don't support these.

Q2: What advantages does Archer C80 have compared with competitors?

A2: Archer C80 offers **a more competitive and affordable price** to consumers without compromising on high performance. And it helps your devices achieve optimal performance by making communication more efficient with 3x3 MU-MIMO technology.

Q3: Can Archer C80 work with other extenders to form a mesh network?

A3: Mesh function is not ready for Archer C80 right now, but will be supported as the firmware is upgraded.





### 3.1 For Archer C80 Consumers

Q4: How many devices can be connected to Archer C80 simultaneously?

A4: Theoretically, 128 devices can be simultaneously connected to Archer C80, but the performance of each device depends on applications and environmental conditions.

Q5: How do I use remote management to setup and manage my Archer C80?

A5: Register a TP-Link ID and login in the router with TP-Link ID, then you can manage your home network when you are out via Tether App on your smartphone and tablet.

Q6: Where can I download Tether App?

A6: Tether App can be downloaded in Apple App Store and in Google Play for Android devices.



# Thanks for watching

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