

# **Convergence in APT and building**

**Cisco Systems**

**Kim Kyung Bae (kbkim@cisco.com)**

# Agenda

- **Convergence ?**
- **Cisco IPT Solution**
- **Intelligent APT Application**
  - Internet Access
  - IP Telephony
  - IP Video Solution
  - Wireless Phone Solution
- **Cisco IP Convergence Customers in Korea**

# **IP Convergence & IP Telephony**

가 P 가 convergence 가  
( application )  
( )

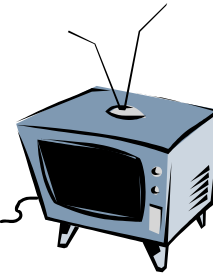
# Convergence ?

Cisco.com

**DVB**

**Home Networking**

**Video**



**Voice**

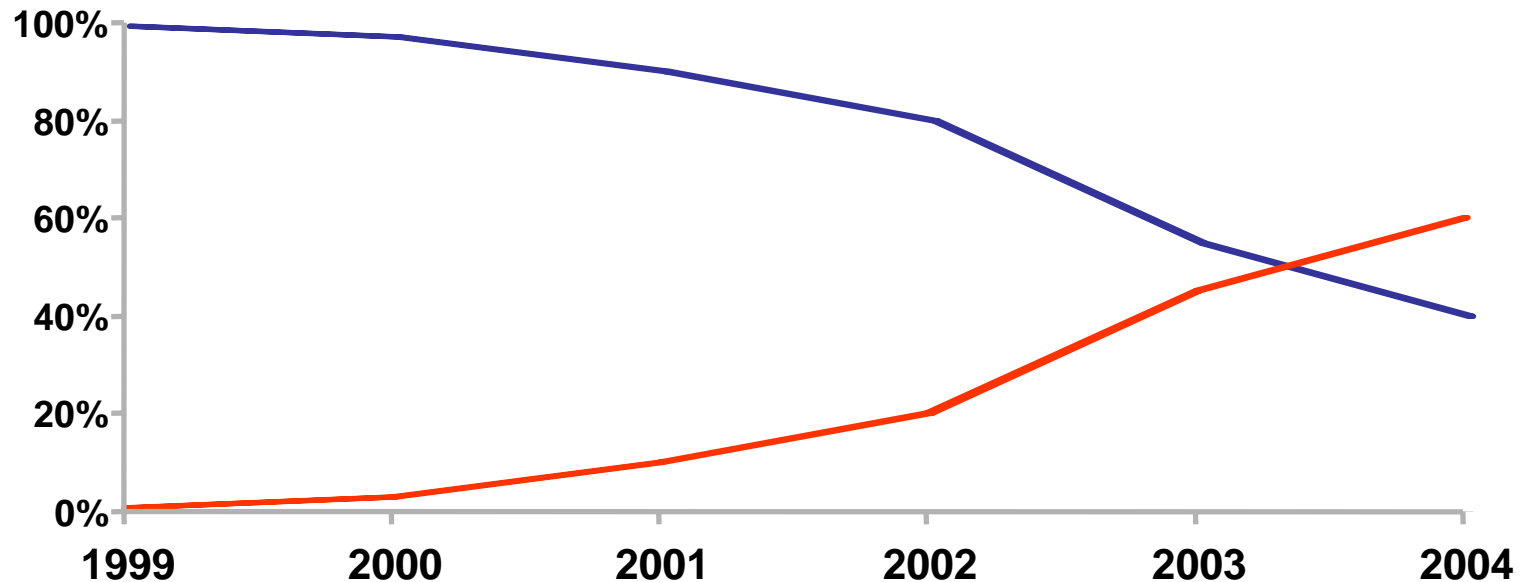
**Storage**

**IP**

# Convergence Is Here

Cisco.com

Figure 34: LAN Telephony vs. Circuit Switched Voice Traffic

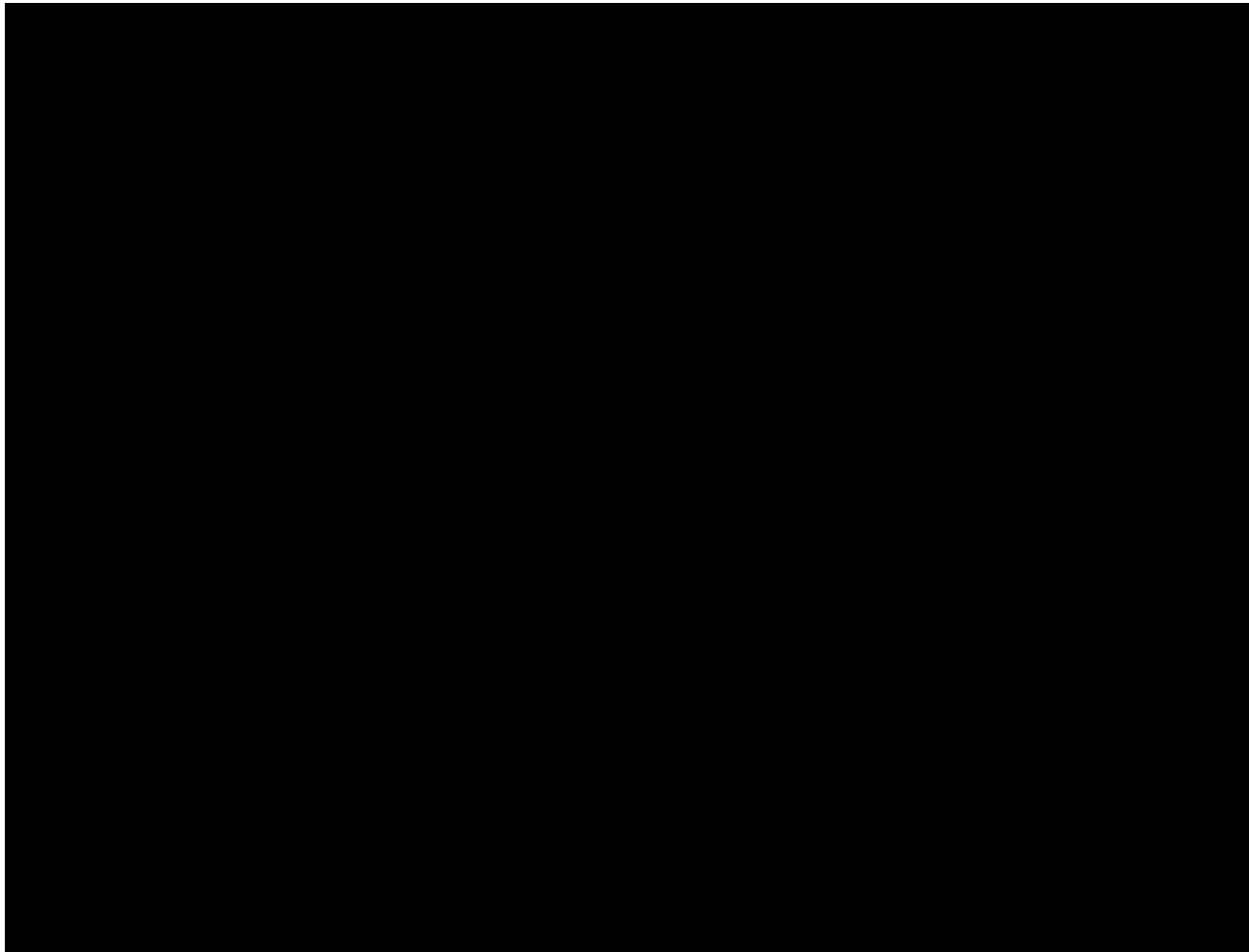


	1999	2000	2001	2002	2003	2004
LAN	.5%	3.0%	10.0%	20.0%	45.0%	60.0%
Circuit	99.5%	97.0%	90.0%	80.0%	55.0%	40.0%

Source: Cahners In-Stat Group

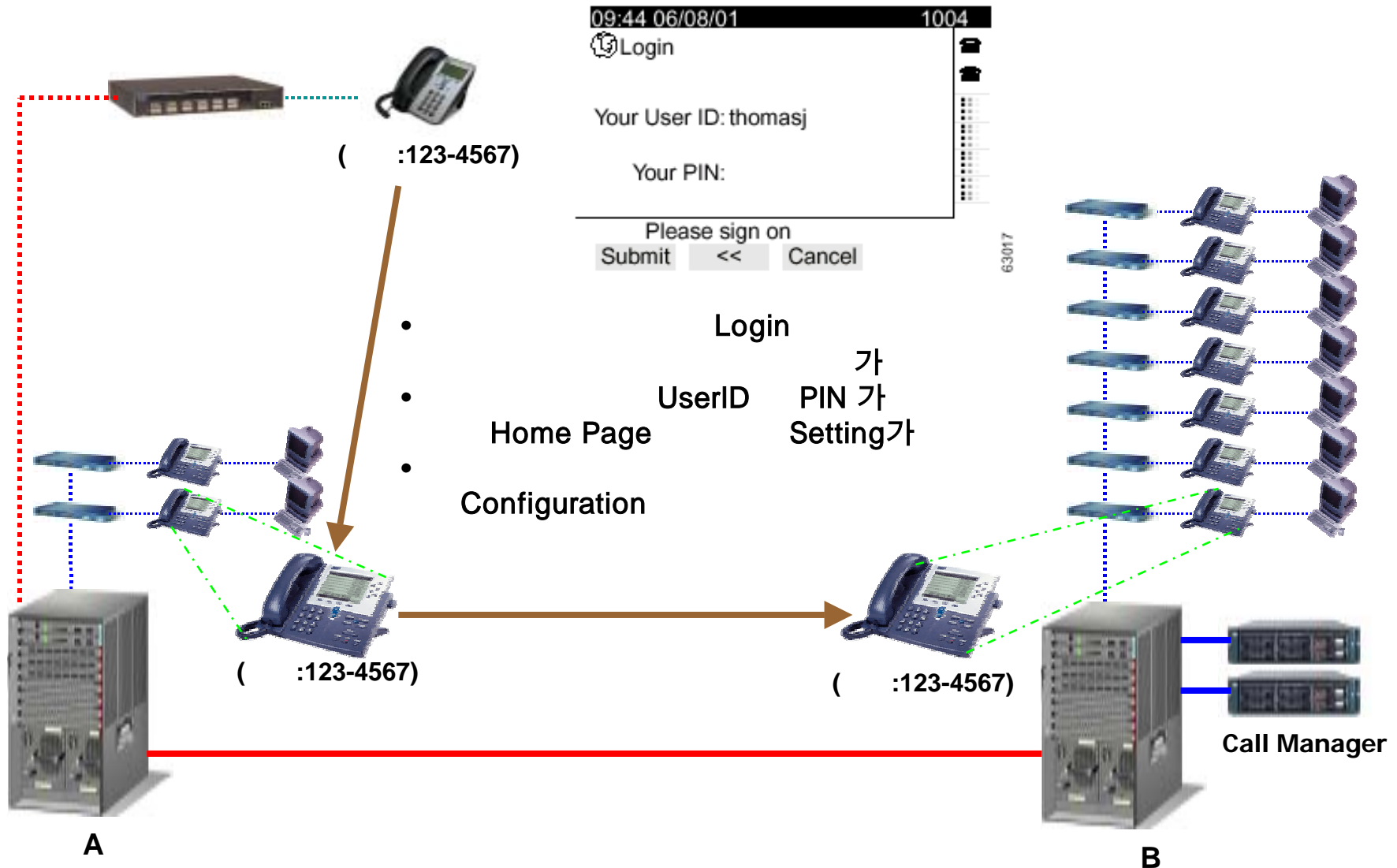
# Convergence Case

Cisco.com



# IP Telephony

Cisco.com

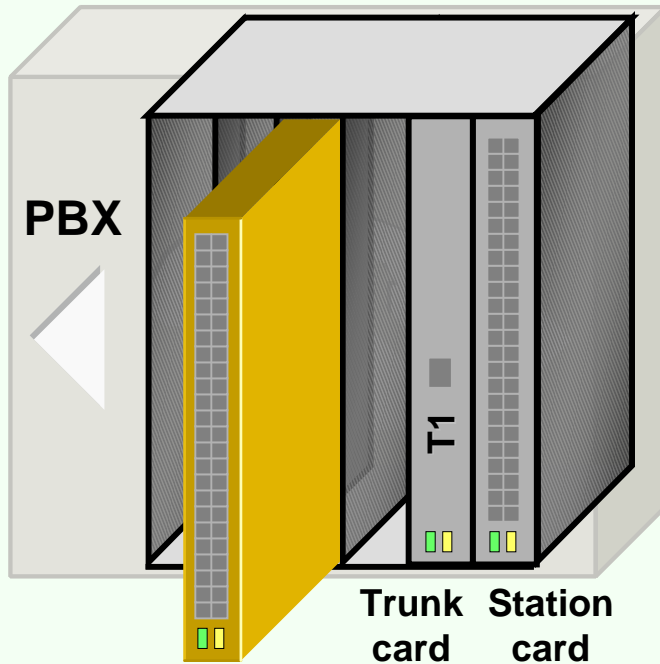




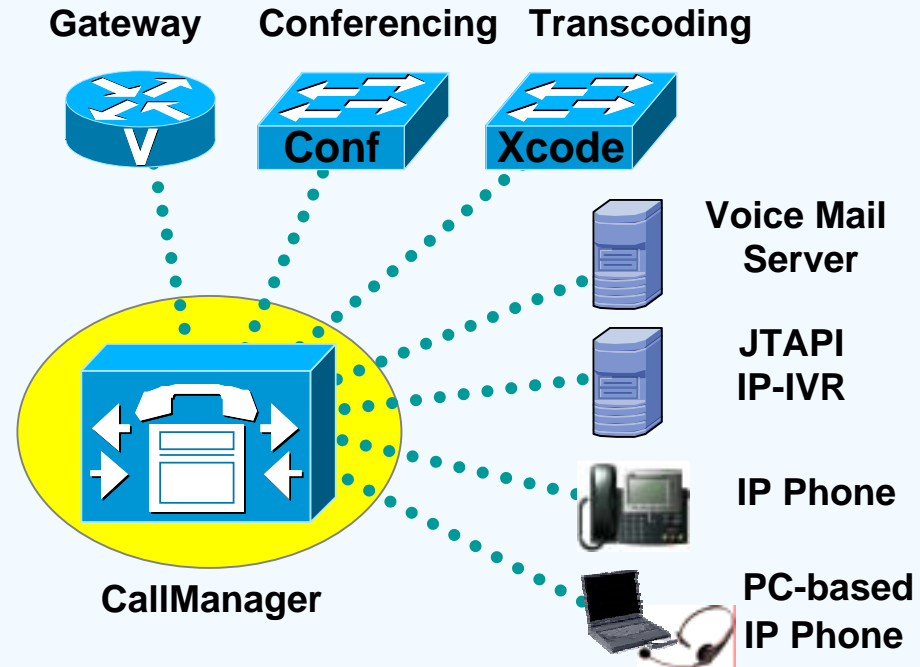
# Cisco IP Telephony

# Legacy PBX

Cisco.com



- “Max. 500 lines”
- N slots                      Module
- 가    Phone station/trunk cards



- “Max. XXXX IP phones”
- XXXX device units
- 가    IP Phone    Call Manager가 가    Device Unit
- 가

# Cisco IP Phone

Cisco.com

## Cisco IP Phone 7940G

- Ideal Knowledge Worker Phone
- Large Pixel Display with Two Lines
- Four Dynamic “Soft Keys”
- Built-in Headset Port
- High-quality Speaker Phone
- Integrated Ethernet Switch

## Cisco IP Phone 7960G

- Perfect Manager Business Phone
- Large Pixel Display with Six Lines
- Four Dynamic “Soft Keys”
- Built-in Headset Port
- High-quality Speaker Phone
- Integrated Ethernet Switch

## Cisco IP SoftPhone

- Windows-based IP phone client
- Phone control and standalone modes
- VPN client support
- USB handset support
- Intuitive user interface

## Cisco IP Phone 7910G and Cisco IP Phone 7910G+SW

- Entry Level Phone
- Character Display
- Single Line
- Six Configurable Features
- Cisco IP Phone 7910+SW has Integrated Ethernet Switch

## Cisco IP Conference Station 7935

- High-quality speaker
- Hands-free Conference Phone
- Three Dynamic “Soft Keys”

## Cisco IP Phone 7905G and Cisco IP Phone 7912G

- Basic Business Phone
- Pixel Display
- Single Line
- Four Dynamic “Soft Keys”
- Cisco IP Phone 7912G has Integrated Ethernet Switch

## Cisco IP Phone 7902G

- Entry-level Business Phone
- Single Line
- Fixed Features

## Cisco VG248 Analog Phone Gateway

- 48 FXS Ports
- Single 10/100 port, single PSU
- 2 RJ-21 Telco connectors
- Fax and modem
- Legacy voicemail (SMDI)
- Fully featured

## Cisco ATA 186/188

- 2 FXS Ports
- 1 RJ-45 10BaseT uplink (Cisco 186 ATA)
- 1 RJ-45 10/100BaseT data port (Cisco ATA 188)

FEATURES

# IP PBX      PBX

Cisco.com

		IP - PBX	PBX
	Network		
	QoS		
N/W	8		
	N/W 가 가		
	( application)		
가	IP-Phone		

# **Convergence APT & Building**

- Cable (Voice, Data )
- 가 가 (Wireless Solution (PDA Phone/Softphone), Video, XML application, Conference)
- Service Provider (Line 가 , 1 1 )
- 
- Brand Name
- New Trend – APT Solution

# Convergence Application

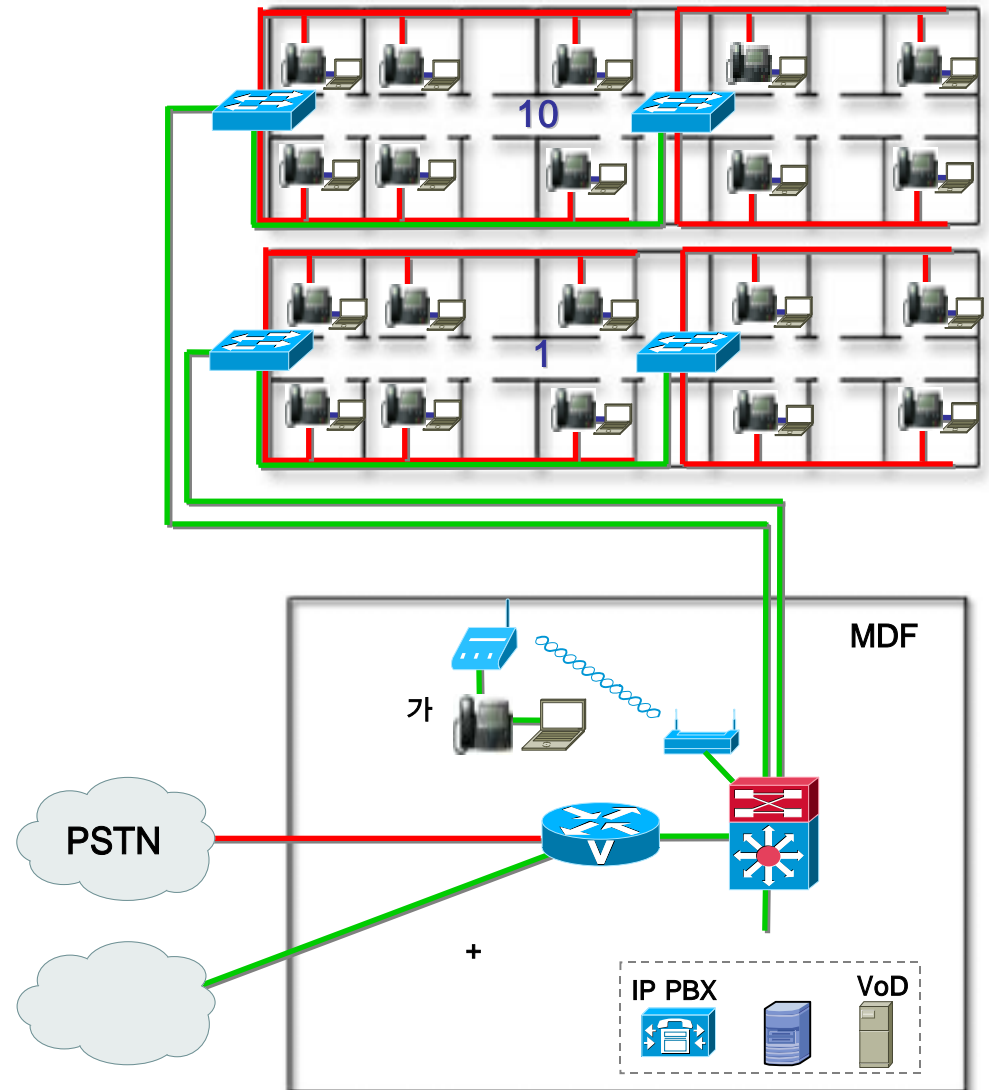
Cisco.com

- 
- **(IP Telephony)**
- **application (Softphone)**
- **Video ( , , )**
- **IP Surveillance**
- **Wireless Solution**

# Voice/Data (1 )

Cisco.com

- 가 10/100M
- IP
- , FAX, VoD
- 
- 
- 가



# Mobility ( )

Cisco.com

- Cisco IP Telephony  
Mobile Office

가

- IP Phone

- IP Phone Call Manager  
가 LAN

- Extension Mobility

- Login/Logout  
IP Phone

가



- Wireless IP Phone
- PDA with Softphone
- Laptop with Softphone



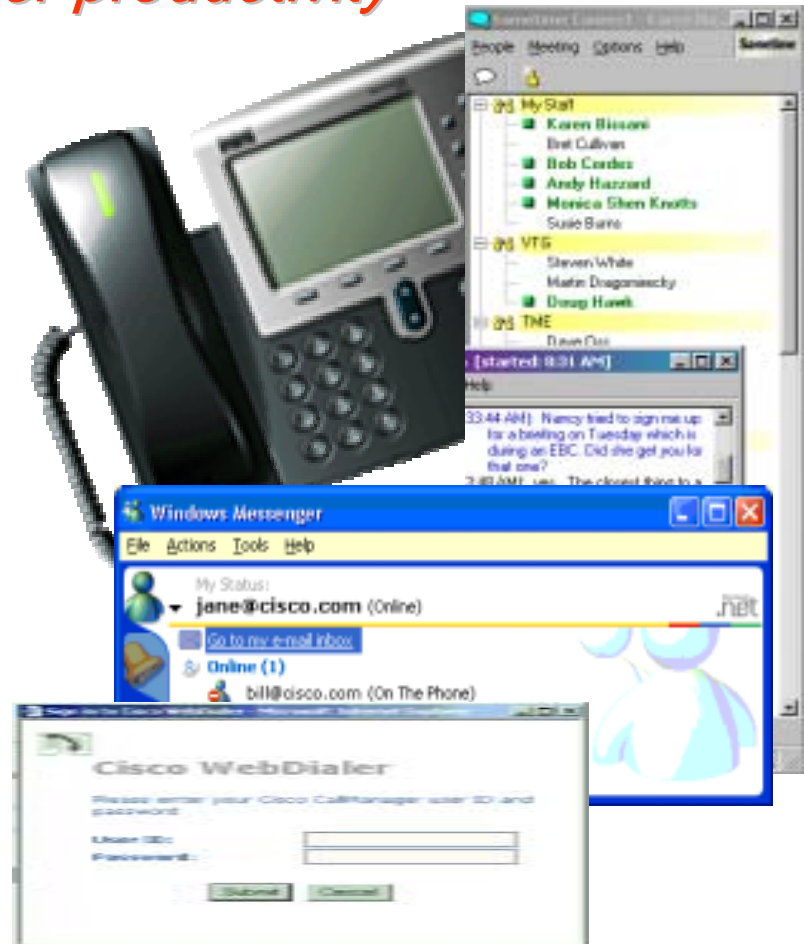


# Cisco IP Phone Messenger and WebDialer Solution

Cisco.com

*A powerful collaboration tool to provide seamless communications for enhanced user productivity*

- Presence - IM                   가                   IP Phone
- Instant Messaging –                   IP Phone                   IM (Template 가 )
- V1.1 Support  
    CallManager 3.2/3.3  
    Lotus Sametime 3.0  
    MSN Messenger 4.6/4.7  
    Windows XP Messenger  
    SIP/SIMPLE RFC-3428
- WebDialer – Web, Groupware Directory                   just-click                   가



# (VPN)

Cisco.com

- Remote
- Home

VPN

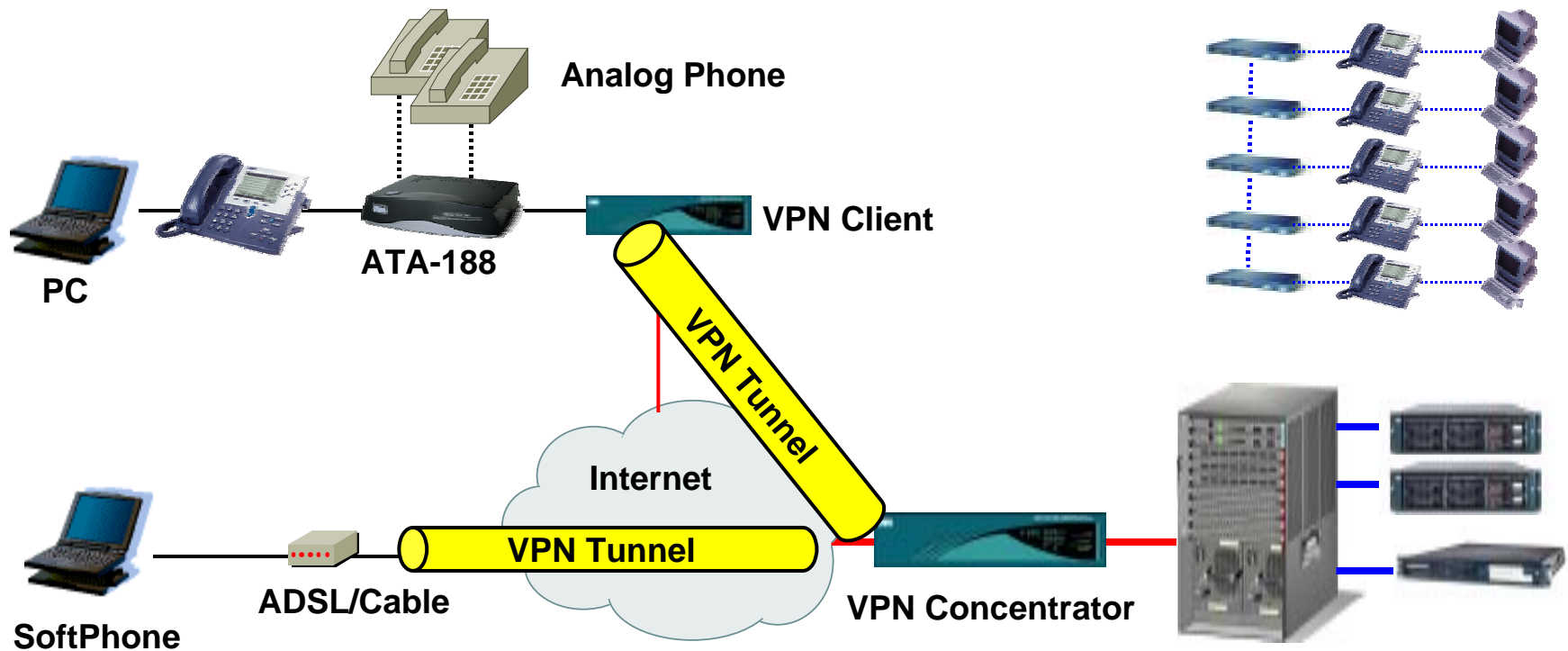
PC

Softphone

Application

가

Analog Phone

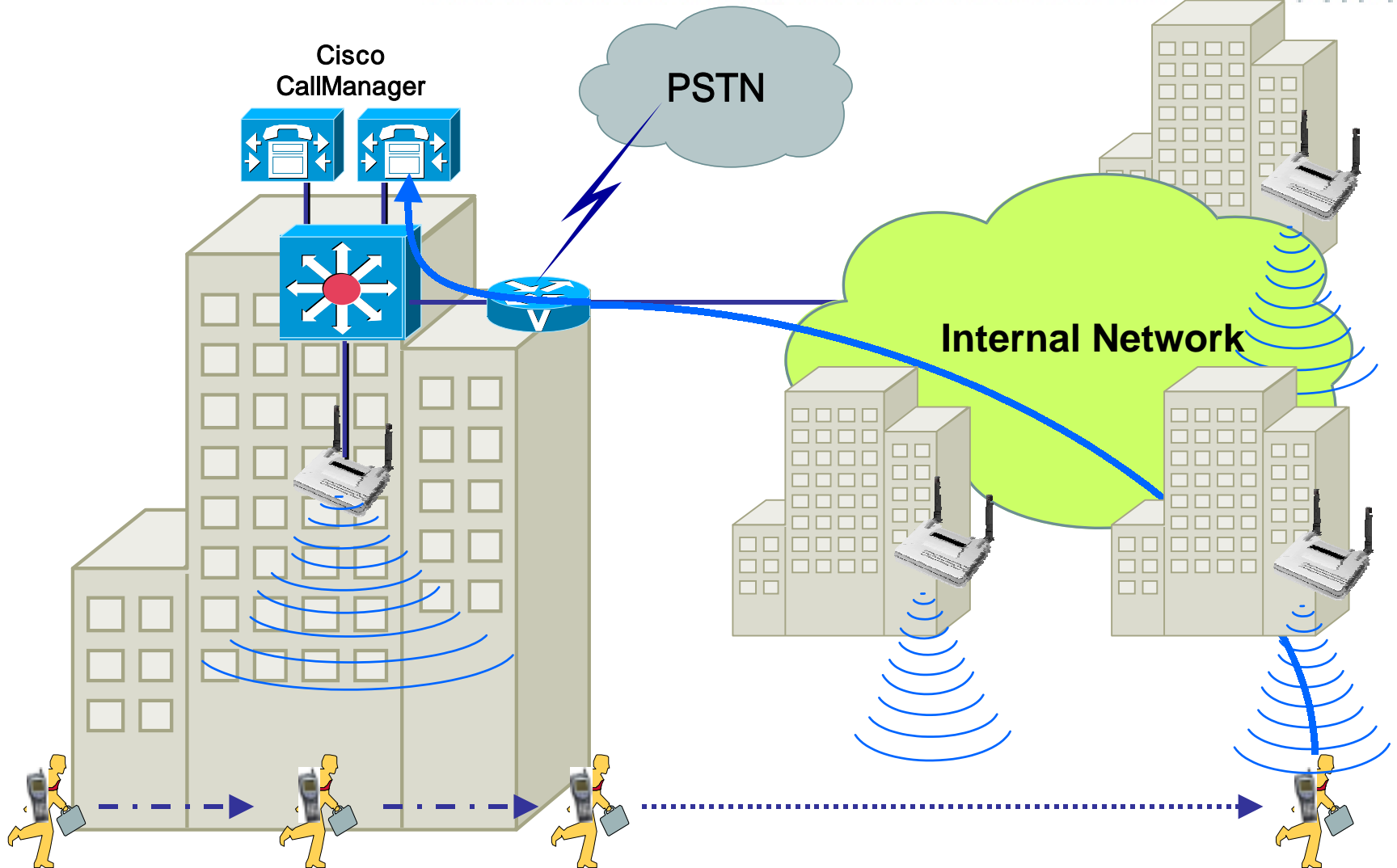


# Cisco Wireless IP Phone 7920 and PDA Phone



# Wireless IP Phone (Personal and Security)

Cisco.com



# IP Phone

가

Cisco.com



*IP Phone  
e-mail*

## XML IP Phone

*IP Phone LCD*

*Web*



가



*Web*



# IP Phone 가 Examples

Cisco.com



Inventory Check



Flight Schedule



Interest Rates



Employee Directory



Class Registration



Emergency Bulletin



Wake up Call



Time Card



Headline News



Shipment Tracking



Advertising



Instant Messaging



Purchase Requisitions



Conference Manager



Outlook Integration



Account Codes



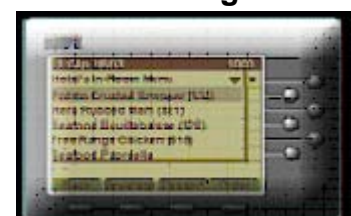
Unified Messaging



Employee Benefits



Local Attractions



Room Service



# IP Video Solution

Cisco.com

- TeleMedicine
- Education ( )
- (Video Conference)
- Video 가
- Group ( )
- 가 (Door Phone)
- system
  - IP
  - ( )
- Kiosk ( ), VoD Service

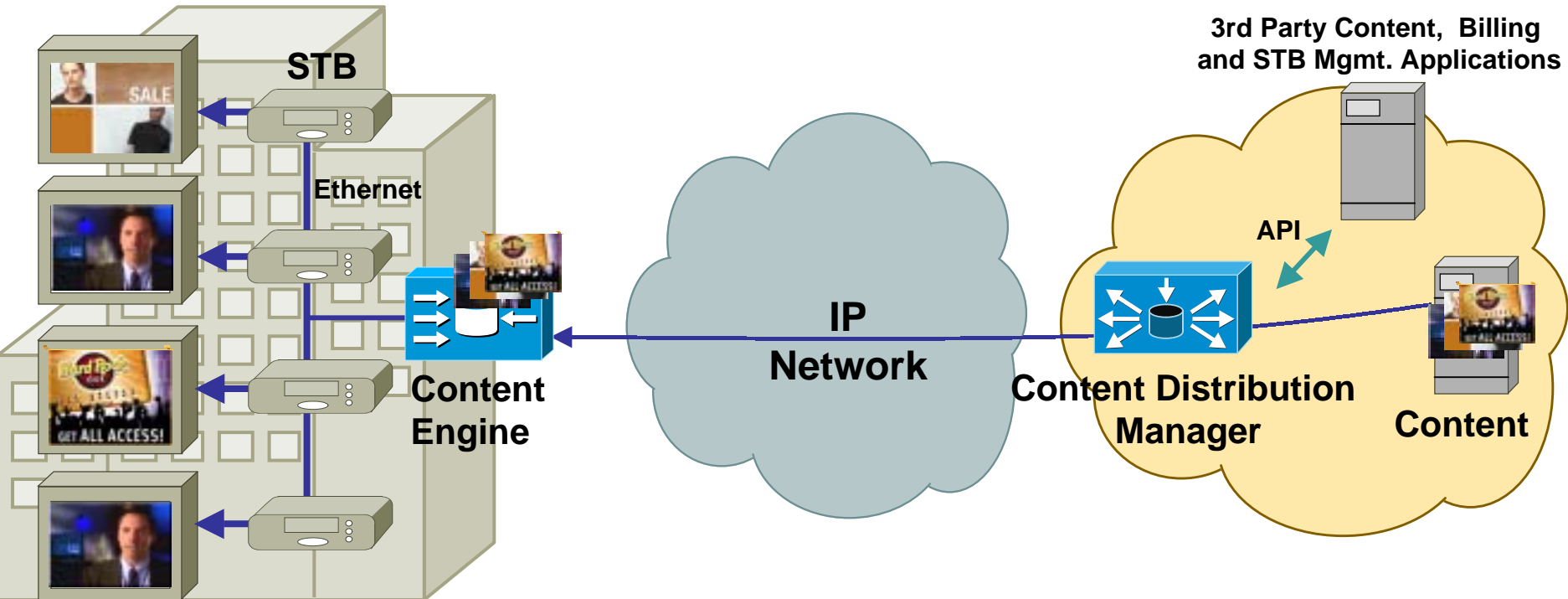


# IP VoD Service

Cisco.com

Remote IP LAN (Branch, Store, Office, etc)

ISP Data Center



## Applications

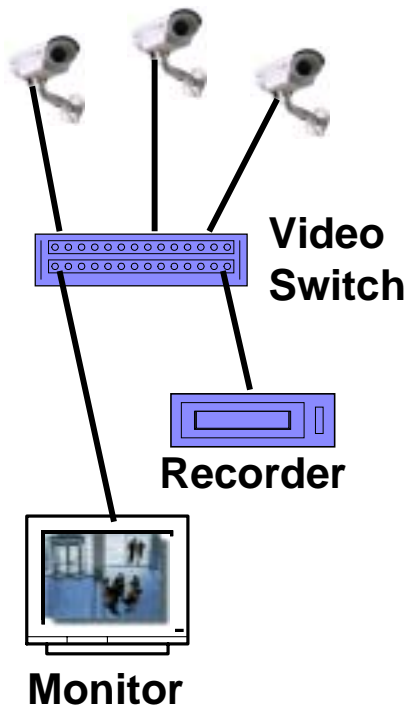
- Video VoD
- Video VoD (Program)
-



# Video Surveillance Evolution

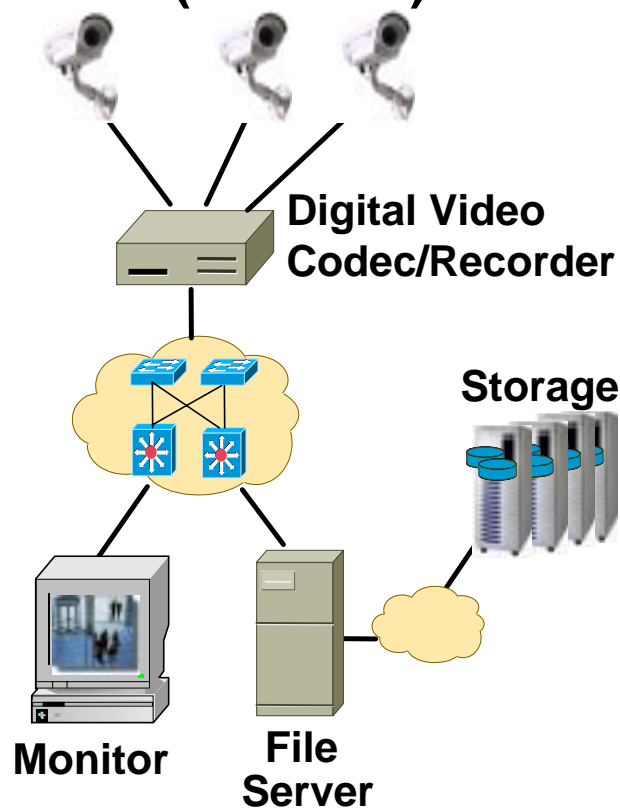
Cisco.com

## First Generation— CCTV (70s-80s)

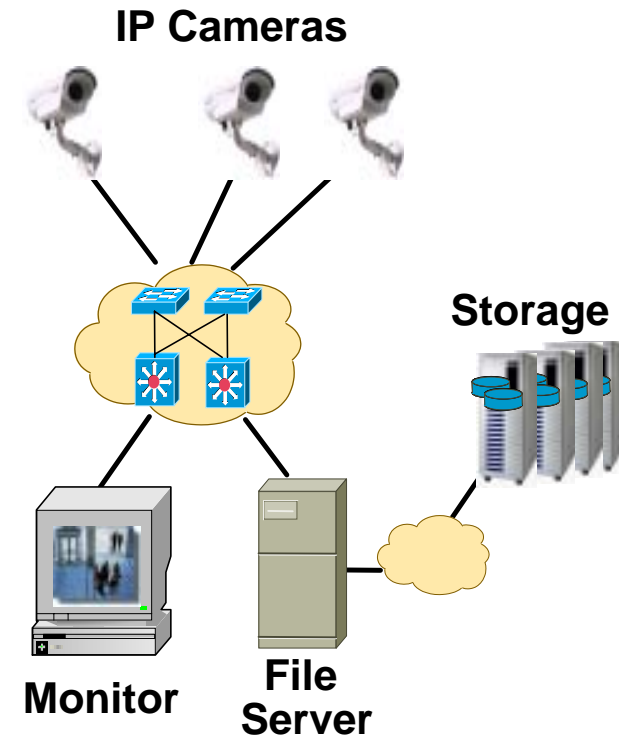


**Investment is in cable pull  
not in security elements**

## Second Generation— Hybrid CCTV/Networked (90s-Now)



## Third Generation IP (Beyond 2002)



# IP Surveillance

Cisco.com

- **Flexible - place it anywhere**
- **Manage and view via web browser on any PC ( , / , )**
- **Digital Video: Access to high quality images anytime, anywhere**
- **IP , Cabling**

# Cisco IP Convergence Customers

Cisco.com

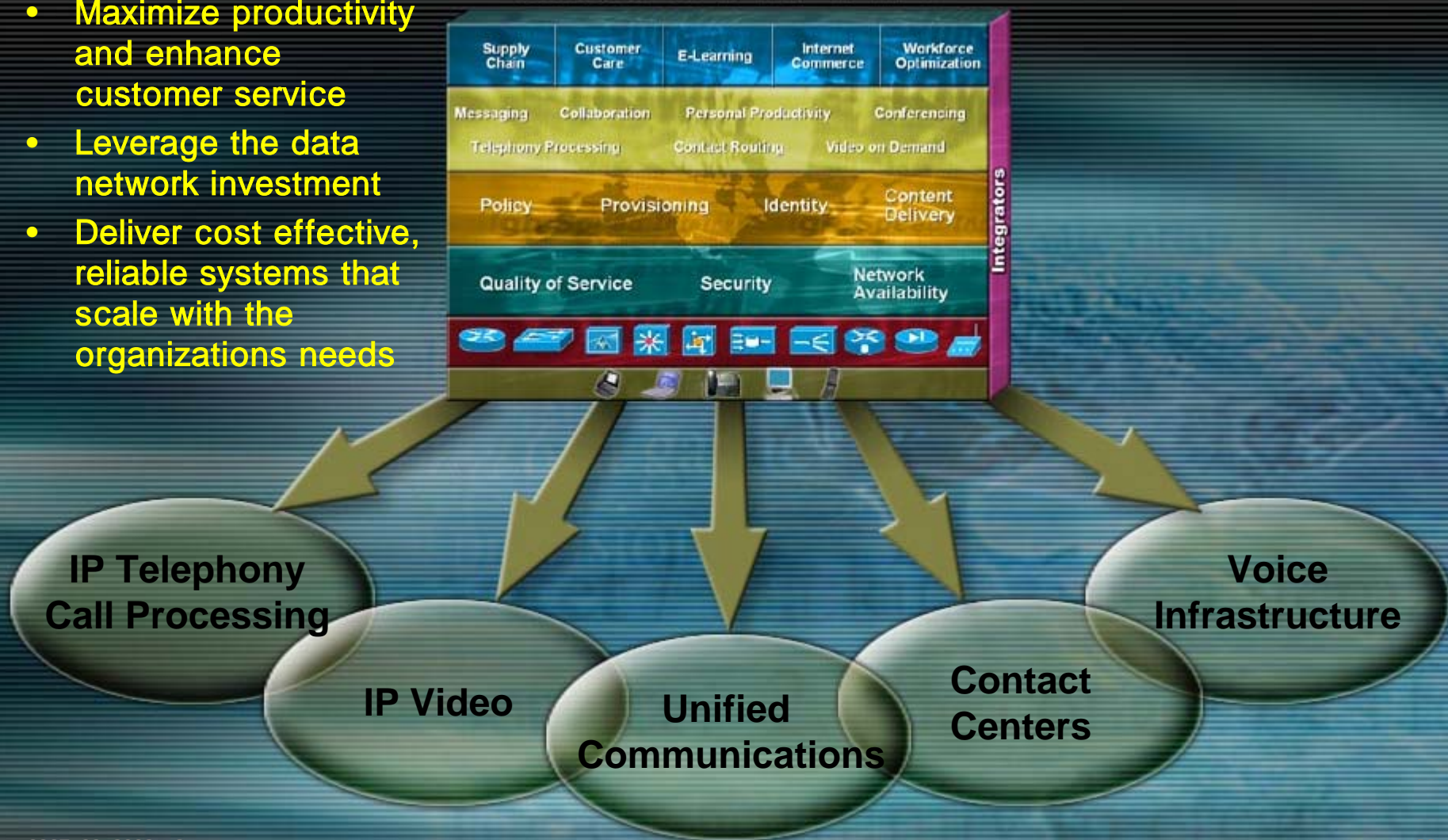
- **GE Medical**
- 
- **Networks**
- 
- **NCSoft**
- **DNC Telecom**
- **IBM Korea**
- **Cisco Korea Office**
- 
- **LG**

# Cisco Convergence (IP Communications)

Cisco.com

- Maximize productivity and enhance customer service
- Leverage the data network investment
- Deliver cost effective, reliable systems that scale with the organizations needs

## Cisco AVVID



# CISCO SYSTEMS



EMPOWERING THE  
INTERNET GENERATION