

# The Connected Life

Personalized Experiences  
at Home, at Work, and on the Move



# ...at Home

The home serves as the communications and entertainment “hub” of our connected lives. The convergence of formerly disparate home services—voice, video, and data—provides a variety of rich, new experiences. The integration of broadcast TV, video on demand (VoD), and telephony services is just one example. In some markets, IPTV, satellite, and cable TV are being offered with interactive options (such as games, pay-per-view, and more). From a data perspective, consumers are using the Internet to create blogs and personal Webpages with text, pictures, and video. The explosion of digital music services and personal devices enables consumers to create, edit, and share customized play lists in ways that were never before imagined. Online gaming attracts millions of consumers worldwide with evolving interactive and episodic entertainment. The advent of home automation services—security surveillance, temperature control, lighting, etc.—promises to revolutionize the “connected home” even further.

## Consumer Benefits

Today’s residential consumers have more options than ever before. But empowered consumers are not simply choosing services; they are customizing these offerings into personalized experiences. From the programs they watch on TV, the places they visit on the Web, to the music they enjoy—it’s all self-selected. This new generation of digital consumers takes personalization to a new level by creating and sharing their own content. Consumers can also define video quality (standard definition or high definition), network bandwidth (turbo buttons), and much more. Perhaps most importantly, all of these personalized experiences can be delivered to virtually any consumer device.

## Service Provider Opportunities and Challenges

Each additional home service represents an incremental revenue opportunity for service providers. As carriers provide new and innovative Connected Life offerings, they will move up the value chain and deliver much more than a commoditized access connection or broadcast service—they will become “experience providers.” The challenges include optimizing broadband networks (especially for video), extending broadband capabilities throughout the home (ideally without new wires), enabling further consumer personalization, metering and billing for next-generation services, and choosing the right technology, content/application, and business partners to deliver compelling and competitive connected home experiences.



# ...at Work

The Connected Life allows workers to be productive, responsive, and creative in or out of their traditional “office” spaces. In fact, business can be conducted any place that they happen to be—with access to mission-critical applications, instant access to colleagues and partners worldwide, and the ability to share and discuss any type of information in real time with unified communication tools and services. And like residential experiences, video is transforming the way we do business. Emerging applications such as telepresence offer an entirely new experience, where each participant is seated at a conference table in life size. Telepresence participants can make eye contact and comfortably speak at normal voice levels without voice or video latency. And all of the technology required to enable this incredible means of business communication is invisible to users and as easy to initiate as placing a phone call.

## Consumer Benefits

The Connected Life allows small and medium-sized businesses (SMBs) to enjoy and profit from the unified communication tools that were once only offered to large companies. This formerly under-served market can have affordable, integrated business telephone service, data networking, applications, video, and high-speed Internet access from one hosted service provider. Affordability won't mean that SMB experiences will be any less reliable, secure, or scalable than managed service solutions delivered to large enterprises. And businesses of all sizes will benefit from “mashups” (integrated content and logic from various Websites and Web applications), Web-based social network analysis (to target new markets), hosted business intelligence (defined by companies and delivered by service providers), smart enterprise suites (which combine business portals, content management, and collaboration support), and much more.

## Service Provider Opportunities and Challenges

Service providers have the network experience and expertise to manage and enhance business communications and network intelligence for organizations of all sizes, in all industries. By offloading these functions, companies can focus on their core business processes and goals. Consumer technologies such as Web 2.0 and Video 2.0 are increasingly being applied in corporate environments to improve collaboration and communications, but they often require expanded network resources that service providers are best equipped to deliver. The challenge is to meet stringent business service-level agreements (SLAs) that include demanding security and reliability requirements.



## ...and on the Move

The mobile, ubiquitous nature of today's rich media experiences may be one of the most exciting aspects of the Connected Life. By adding mobility to home- and office-based services, consumers are never out of touch or unable to view and listen to their preferred entertainment. Global consumer adoption of mobile devices and applications indicates that the freedom of "untethered" access will soon be an expectation (not just a desired feature). Consumer fascination with "on the move" connectivity has spawned streaming video offerings, Websites optimized for mobile browsing, and online/downloadable games designed for mobile devices. The trend of migrating wired content and applications to the wireless world is sure to continue.

### Consumer Benefits

In the near future, mobile subscribers will enjoy even greater functionality and versatility from their next-generation wireless devices. For example, consumers in Japan can use their mobile phones to buy movie or commuter train tickets, use vending machines, and shop on the Web. Location-aware and presence-based services will allow parents to find children's GPS locations and businesses to send offers to interested consumers that come within close proximity to their establishment. Mobile search capabilities will enable subscribers to get directions, store locations, concert and theater schedules, and much more. And like everything in the Connected Life, these mobile experiences will be personalized. You will be able choose and define the information you want to receive and bar unwanted advertisements and messages from your device.

### Service Provider Opportunities and Challenges

The ability to extend broadband experiences anywhere to any device can clearly differentiate service provider portfolios. As additional proven and valuable capabilities are added to a single device, that unit becomes more and more indispensable—as does the provider. The challenge comes in ensuring that the integration of a new offering does not degrade existing experiences. Furthermore, the device must be able to effectively deliver the new experience in an optimum and convenient fashion. (For example, at least 90 minutes of battery power is needed to view an entire movie without recharging). The ability to provide compelling and fresh content is also crucial to attracting and retaining subscribers.



# The Connected Life

Delivered by Service Providers,  
Enabled by Cisco



The Connected Life is a truly compelling offer for this next generation of empowered subscribers. However, to deliver integrated experiences that extend throughout a subscriber's many daily environments, service providers need a strong partner. With its global commitment to service providers, massive investment in innovation, and more than 20 years of unmatched IP expertise, Cisco® is focused on service provider success. The Cisco IP Next-Generation Network (IP NGN) architecture and vision provides the intelligent, secure, and scalable infrastructure that serves as the foundation of not just the Connected Life experience but the providers' business as well. From this flexible and scalable base, service providers can build their unique business models, expand their service portfolios, and transform themselves into experience providers. In turn, their residential and business consumers can personalize these offerings to dramatically enhance the way they live, work, play, and learn, and in doing so, will place even greater value on their provider relationship.

To learn more about how Cisco can help your company deliver the Connected Life, please visit: [www.cisco.com/go/ipngn](http://www.cisco.com/go/ipngn)



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