



# Mobility Vision



# Enabling The Connected Life

At Home, At Work, On the Move



# Businesses and Consumers Want Mobility

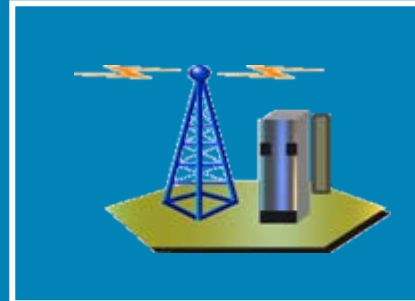
- Connected anywhere, any time with any device
- The mobility experience needs to be simple, convenient and relevant
- Demanding a “quality” multimedia experience
- Seamless roaming across networks



# Why Mobility Is Not Just Mobile



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# Mobility Redefined

## Mobility is...

- ...not a device
- ...not a technology
- ...not a service

Rather,

## Mobility is...

- ...about people
- ...about the network moving with you
- ...about the **experience**

Mobility is a Fundamental Characteristic  
of Network Experiences



# Cisco's Mobility Vision

Any Play Services for the Connected Life



# Morning



7:00 AM

- ▶ Video conference status check with overseas office



8:00 AM

- ▶ Make sure daughter is playing after drop off at day care



8:15 AM

- ▶ Son plays multi-player game en route to school—is prevented from downloading explicit version

# Morning

## Cisco Mobility Across Locations, Segments, Devices, Technologies



**Unified Personal Communicator**  
**Enterprise Class Teleworker Solution**  
**Consumer WiFi**

- ▶ Business increases employee productivity through teleworker enablement. Improves quality of life for the employee



**Cisco ISR with 3G Card**

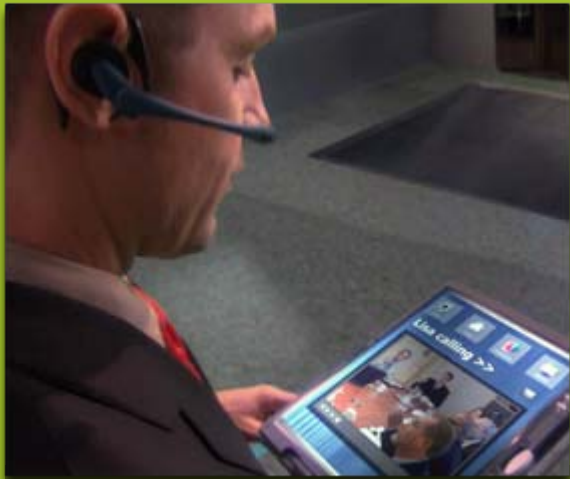
- ▶ Daycare ensures transparency for customer peace of mind by streaming nanny cams, ensuring back up connectivity



**WiMAX Broadband Service Control Engine**

- ▶ SP earns additional revenue by permitting incremental service add-ons to broadband service

# Daytime



11:00 AM

- ▶ Video conference with partner while waiting for check-up at doctor's office



2:30 PM

- ▶ Conduct "face-to-face" meeting with manufacturing team two time zones away



4:00 PM

- ▶ Quickly find and purchase gift for spouse at store before going to pick up kids

# Daytime

## Cisco Mobility Across Locations, Segments, Devices, Technologies



**Healthcare  
Solution  
Business WiFi**

- ▶ Doctor's office stays efficient with healthcare solution; ease customer burden of wait with Guest WiFi



**Business  
TelePresence  
Ethernet**

- ▶ Company reduces travel costs and carbon emissions, increases productivity while using existing IP network



**Digital Signage  
Remote  
Concierge  
TelePresence  
Retail Solution  
RFID**

- ▶ Store helps shoppers find, get advice, and check out quickly, creating a better shopping experience, increasing sales and customer loyalty

# Evening



4:00 PM

- ▶ Have VoD kids are watching in car, seamlessly transfer to living room TV upon arriving home



5:00 PM

- ▶ Check son's location on television as he's out with friends



6:00 PM

- ▶ Show off daughter's dancing recital to grandparents

# Evening

## Cisco Mobility Across Locations, Segments, Devices, Technologies



- ▶ Provider gains loyalty by providing more integrated experience by delivered through multiple devices



- ▶ GPS tracking services delivers incremental service revenue opportunity to providers



- ▶ Service both provides new service opportunity but showcases value add of intelligent network connection

# Only Cisco Provides True Mobility Across Locations, Segments, Devices, Technologies

“ Cisco mobility is not just about a single device or a single technology—it’s about using the network as the platform to enable the Connected Life for the human network.”

John Chambers,  
CEO, Cisco



“ The pull of the consumer market is strong for Cisco right now because it is that segment of Cisco’s business that is generating some of its strongest growth.”

Market Watch

“ Cisco has the capabilities, it appears, to become a one-stop shop [for next-generation IP video].”

Multimedia Intelligence

“ Cisco moves its 3G HWIC to the head of the pack.”

Information Week

“ Cisco’s consumer focus pays off.”

Business Week

“ Cisco: Focused on mobile to the core; WiMAX, convergence plays expand opportunity.”

RCR Wireless

# Why Cisco

## Cisco Benefits

IP Experience

IP Intelligence in all  
Cisco platforms

Supports industry  
standards

End-to-end solutions

Unparalleled commitment  
to customer success

## Benefits to Customers

Enable a seamless user  
experience

Greater interoperability and  
simplified deployment

Interoperability with multiple  
vendors, ease of integration

Solutions span multiple  
segments leading to a  
cohesive customer experience

Peace of mind

**Leadership across location, devices, segment and technologies**

