



INFORMATION PRESSE

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Cisco Leads Mobile Experience Transformation as Service Providers Evolve Toward a 4G Mobile Internet

Mobility is Fastest Growing Internet Protocol Segment for Service Providers as Broadband and Video Drive Growth

SAN JOSE, Calif., February 16, 2009 - At the 2009 GSMA Mobile World Congress, Cisco® is demonstrating how service providers worldwide are embracing a 4G mobile Internet transformation strategy with [Cisco Internet Protocol Next-Generation Network \(IP NGN\)](#) mobile transformation solutions designed to create compelling, new revenue-generating services and applications for consumers and end-users.

Spurred by the dramatic rise in demand for mobile broadband and video, mobility is the fastest growing IP segment for services providers worldwide in terms of overall traffic. Service providers are finding new revenue opportunities in mobility, with reduced times to market, by delivering a wide range of new and differentiated services, many of which incorporate video.

Facts:

- Cisco last week announced the results of a [Cisco Visual Networking Index \(VNI\) Mobile Forecast for 2008-2013](#), providing key findings on a variety of IP networking trends driven largely by the increased use of mobile broadband applications. These projections, such as mobile IP traffic expected to increase 66 fold from 2008-2013, reflect the evolving transformation to the fourth-generation, or 4G, mobile Internet that will enable consumers to experience a truly connected life through a variety of video and rich media applications and broadband services.
- Cisco offers an end-to-end portfolio of advanced, 4G-ready mobile Internet technologies, which are also 3G-capable, in the four key areas impacting mobile

operators' IP NGN transformation - efficient connectivity, intelligent control, coverage expansion and client applications:

- *Efficient Connectivity with Cisco 7600 and ASR 9000 Series Routers:*

The availability of new Radio Access Network (RAN) technologies like HSPA+, WiMAX and Long Term Evolution (LTE) with vastly more capacity have the potential to create bottlenecks in RAN backhaul networks. The key technology to address this problem is Mobile Transport over Pseudo-wire (MToP), which can easily handle today's legacy traffic and scale to meet the future demands of an all-IP world. Cisco MToP solutions include cell site routers like the [Cisco MWR 2941](#), as well as the [Cisco 7600 Series Router](#) and the [Cisco ASR 9000 Series Aggregation Services Routers](#).

The following announcements were made in support of this initiative:

- [IP/MPLS Forum Announced Cisco as the First Vendor Certified in its "MPLS in Mobile Backhaul Certification" Program.](#)
- IP Networks deployed Cisco's MToP solution, including the new cell site router, Cisco MWR 2941, to off-load data to carrier Ethernet.
- *Intelligent Control for 3G, LTE, WiMAX and Femto with the Cisco 7600 Series Router:*

Cisco is extending its portfolio of mobile gateways by announcing support for the LTE gateway on the Cisco 7600 Series Router. This extension expands Cisco's market leadership by offering the only 4G-compatible line card/platform in the industry. The Cisco 7600 Series routers, with more than 80,000 nodes installed to date, offer service providers functionality and investment protection. All commercially available major access technologies, including WiMAX and ASN Gateway, are supported merely by adding a single line card.

Cisco is also launching the Cisco Wireless Security Gateway as part of its offering to support the security needs of various in-home licensed and unlicensed wireless broadband technologies, such as UMA and Femto, which enable service providers to scale their service offerings. This Cisco Gateway solution is based on the Cisco 7600 Series Router and can support up to 900,000 IPsec sessions.

Cisco IP NGN integrates the intelligence and scalability required to meet the rapidly expanding needs of today's mobile operators and better position them to deliver new, revenue-generating services. Customers that have successfully scaled their platforms to offer new data services include [3 Scandinavia](#) and [Network Norway](#).

- *Coverage Expansion with Advanced WiMAX Solutions:*

Cisco's WiMAX technologies are enabling 4G broadband and video services offered by [Scartel](#) in Russia, [AsiaBell](#) in Kazakhstan and [MagtiCom](#) in Georgia. Cisco now supplies mobile WiMAX networks to more than 20 service providers in North America, Latin America, the Caribbean, Eastern and Western Europe, Asia and Africa. All are in commercial service with paying customers. The [Cisco BWX 8305 and 2305 base stations](#) are certified by the [WiMAX Forum](#)TM.

- *Client Applications to Enhance Communication and Collaboration:*

Cisco recently announced the new [Cisco WebEx Meeting Center iPhone application](#), an innovative client that won "Best of Show" at MacWorld. With this new application, Cisco is extending its SaaS and premises-based collaboration applications to the [Apple iPhone 3G](#) to deliver an unparalleled mobile collaboration experience.

- Cisco is also working with companies to offer profitable mobile applications that will allow service providers to monetize the mobile Internet. Cisco is collaborating with [Feeva](#) to deliver targeted mobile advertising based on network intelligence.

Supporting Quotes:

- "A true, rich mobile experience is not dictated by the type of radio but by the quality of the network," said Kelly Ahuja, senior vice president, service provider routing technology group, Cisco. "The IP network is the platform to deliver on the promise of mobility and enable new services, applications and experiences. With an advanced, Cisco-based IP NGN, these services can be unlocked to create new revenue-generating offerings for the provider and a better, tailored experience for the end-user."
- "Mobility is fast becoming a part of every network experience, allowing consumers to access the service of their choice without worrying about their location or the type of device they are using," said Suraj Shetty, vice president, global service provider marketing, Cisco. "Significant network intelligence is required to deliver this capability, and no other vendor is better suited to address this than Cisco, the leader in IP networking. Our IP NGN technologies and expertise transform service providers into experience providers, enabling them to deliver the connected life to their customers."

Supporting Resources:

- Virtual Concierge www.ciscospmobility.com
- 4G Mobile Internet Transformation
<http://www.cisco.com/go/mobile>

- IP RAN
http://www.cisco.com/en/US/netsol/ns675/networking_solutions_solution_category.html

Embedded Video:

Leading the 4G Mobile Internet Transformation

Technorati Tags:

Cisco, Cisco Internet Protocol Next-Generation Network, Cisco IP NGN, IP NGN, video, broadband, 4G, 3G, WiMAX, Long Term Evolution, LTE, Unlicensed Mobile Access, UMA, femto, femtocell, mobile data, mobile Internet, Cisco 7600 Series routers, Cisco MWR 2941, Cisco Mobile Transport over Pseudowire, Cisco MBX 8305, Cisco MBX 2305, Mobile Gateway, Gateway, Mobility, Mobile Backhaul, RAN, Radio Access Network, Cisco MToP, MToP, IP/MPLS Forum, IP Networks, 3 Scandinavia, Network Norway, Scartel, AsiaBell, MagtiCom, WiMAX Forum, Feeva, Suraj Shetty, Kelly Ahuja

Photos:

- Cisco 7600 Ethernet Series router



- Cisco MWR 2941



About Cisco

Cisco, (NASDAQ: CSCO), is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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