



**Contacts presse :**

**Hill & Knowlton**

Agnès Gicquel – [agnes.gicquel@hillandknowlton.com](mailto:agnes.gicquel@hillandknowlton.com)

Nathalie Ayache – [nathalie.ayache@hillandknowlton.com](mailto:nathalie.ayache@hillandknowlton.com)

Tel : 01 41 05 44 48 / 44 29

**Cisco participera à la Shanghai World Expo 2010  
du 1er mai au 31 octobre 2010**

- Cisco y installera un pavillon au sein duquel les visiteurs auront l'occasion de vivre l'expérience d'une vie dans une ville de l'année 2020. Cette ville du futur intégrera tous les nouveaux usages rendus possibles par les nouvelles technologies.
- Cisco présentera également son concept Smart+Connected Life et fera part des retours d'expériences des visiteurs.

**Cisco Signs Participation Agreement with 2010 Shanghai World  
Expo to Build a Cisco Corporate Pavilion**

*Cisco Pavilion to Showcase Smart+Connected Life in 2020*

SHANGHAI, China, October 20, 2009 - Cisco signed a participation agreement today with the organizers of the 2010 Shanghai World Expo that is scheduled to be held from May 1st to Oct. 31st in 2010. According to the agreement, Cisco will develop a corporate pavilion where visitors will have the opportunity to see life in a city of the year 2020, with all the advantages of new technology. Cisco will showcase its Smart+Connected Life concept from the perspective of visitors' personal experiences.

"Cisco's pavilion at the 2010 Shanghai World Expo reflects Cisco's long-term commitment to China," said Anthony Elvey, director, Shanghai World Expo 2010 Program, Cisco. "As the expo's theme of 'Better City, Better Life,' envisions a better future for China's growing urban population, Cisco hopes to showcase how innovative technologies in Smart+Connected Communities can make the expo's vision a reality."

The Cisco Pavilion will feature a Smart+Connected Communities solutions experience area. Additionally, visitors to the pavilion will be able to see Cisco's vision of how a Chinese family in 2020 can use transportation, utilities, buildings, learning, recreation, government services and healthcare of the future. Video links across the world using [collaboration](#)

technologies such as Cisco TelePresence, will enable urban planning experts to join in urbanization forums at the pavilion to discuss future cities.

"As a trusted partner in China's ongoing transformation working closely with city and country leadership, Cisco is aiming to extend its global knowledge and worldwide best practices to optimize city management and sustainable economic growth. With these technologies, cities can enjoy efficient utilization of resources, improve the quality of life for their residents, and ensure environmental sustainability," added Elvey.

In addition to its presence as an exhibitor, Cisco became a senior sponsor of networking systems and solutions for the 2010 World Expo last year. As a senior sponsor, Cisco will provide core networking equipment and technical services to World Expo exhibitors and participants. Cisco will also work closely with event organizers to build and roll out a robust network platform for the entire event.

"As the worldwide leader in networking for the Internet, Cisco will leverage the corporate pavilion to showcase its vision for 2020 in several areas, including transportation, buildings and healthcare, etc.," said Hong Hao, Vice Secretary General of Shanghai Municipal Government and director-general of the Bureau of Shanghai World Expo Coordination. "Visitors to the Cisco pavilion will be able to personally experience Cisco's innovative technologies in the construction of sustainable and digital cities of the future, and learn about the changes to the future development of cities brought by these cutting-edge technologies."

### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO), is the worldwide leader in networking for the Internet. Information on Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

###

Cisco, Cisco Systems, and the Cisco Systems logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. This document is Cisco Public Information.