# The Connected Life
# enabled by 'Linksys by Cisco'

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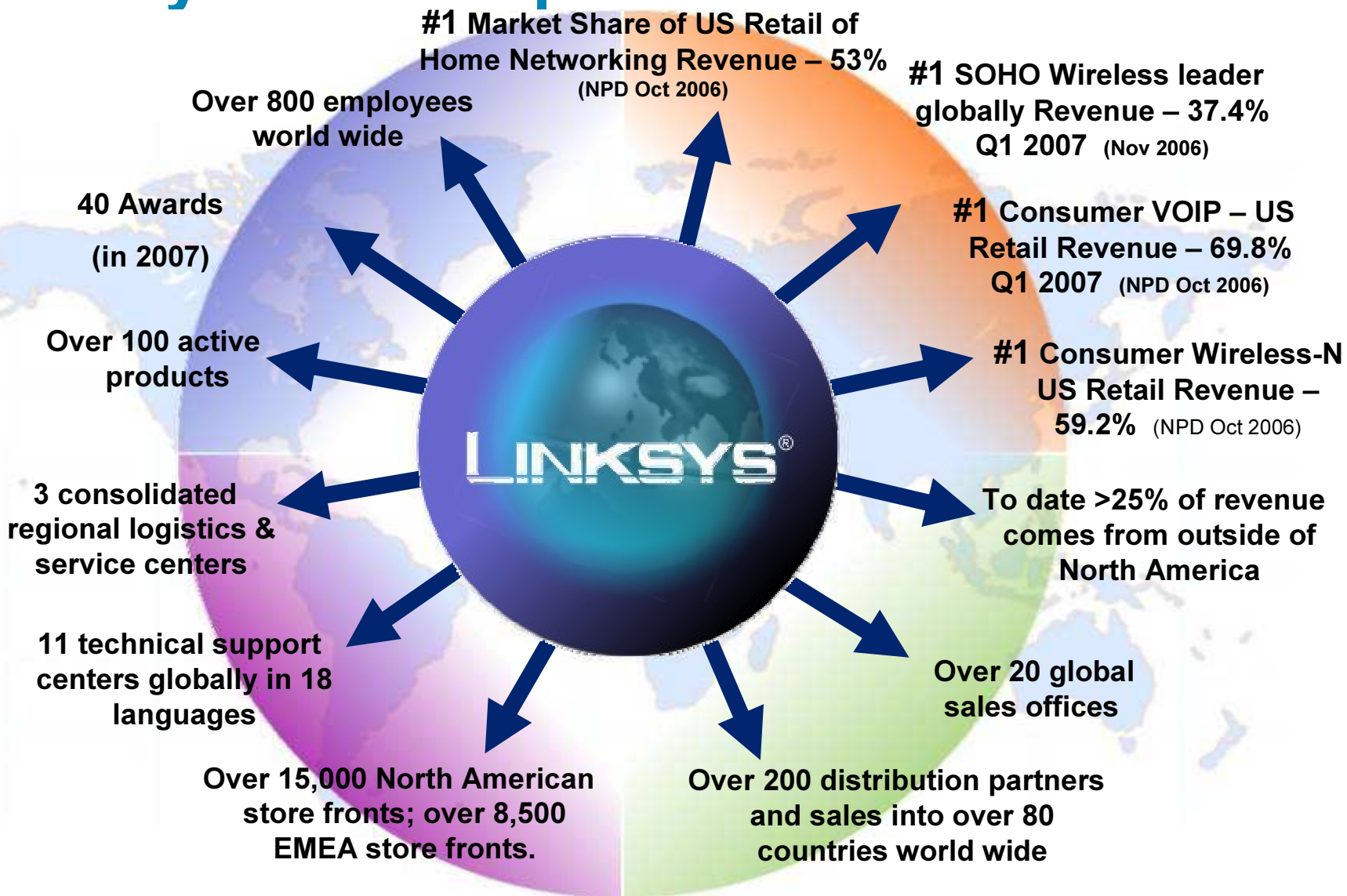
**26.11.2008**

# Agenda

- Linksys Introduction

- Linksys within Cisco

- The Connected Home

- Linksys Enablers of The Connected Life
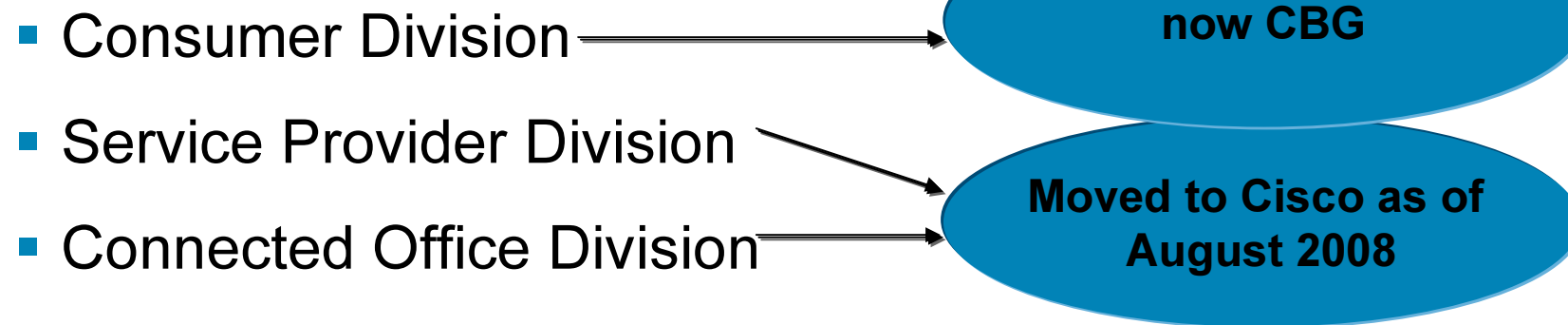
- Coming Soon

# About Linksys

- Founded in Irvine, CA in 1988, Linksys is THE industry leader of home networking equipment.

- Acquired by Cisco (5/30/03)

- Breadth of product offerings for broadband and consumer connectivity

- User experience- Install Wizard, New GUI interface, and Auto configuration

- Most responsive to technology, consumer, and market change

- Quick to market

- Aggressive pricing for mass consumer acceptance

# Linksys Global Update

**#1 Market Share of US Retail of Home Networking Revenue – 53%** (NPD Oct 2006)

**#1 SOHO Wireless leader globally Revenue – 37.4% Q1 2007** (Nov 2006)

**Over 800 employees world wide**

**40 Awards (in 2007)**

**#1 Consumer VOIP – US Retail Revenue – 69.8% Q1 2007** (NPD Oct 2006)

**Over 100 active products**

**#1 Consumer Wireless-N US Retail Revenue – 59.2%** (NPD Oct 2006)

**3 consolidated regional logistics & service centers**

**To date >25% of revenue comes from outside of North America**

**11 technical support centers globally in 18 languages**

**Over 20 global sales offices**

**Over 15,000 North American store fronts; over 8,500 EMEA store fronts.**

**Over 200 distribution partners and sales into over 80 countries world wide**

LINKSYS®

# Linksys within Cisco

Separated in three major divisions

- Consumer Division
- Service Provider Division
- Connected Office Division

now CBG

Moved to Cisco as of August 2008

# The
# Connected Home

CISCO

# What Is The Connected Home?

- **The Connected Home organizes, simplifies, and unites** a consumer's content, entertainment, and communications into an easy to use and elegant solution

- **The consumer is in control** of their digital content such as photos, music, movies, files, and more

- **All connected electronic devices work together** to enable users to access and control their content or device

| | |
|---|---|
| Computers | Set-top boxes |
| DVD players | MP3s |
| Radios | Lighting and climate control systems |
| Telephones | Video cameras |

- **One simple, intuitive and consistent interface**

- Content can be moved **effortlessly** from device to device both at home and on the go

# Need for the Connected Home

- **Consumers are migrating to digital applications to enjoy new experiences and benefits**

  Digital photos, music, video, communications (IM, VoIP)

- **Migration creates new usability challenges**

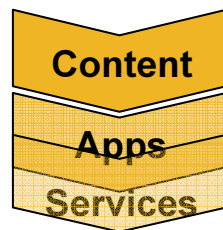  Content stored on many, isolated devices

  Devices are difficult to setup and connect together

  **Key challenge**: find, share, and play content wherever you want it – usually on a different device than where it's stored

  Analogy: Technological "Big Bang" – ever-expanding digital world of content, applications and services

## Device-Centric Experiences

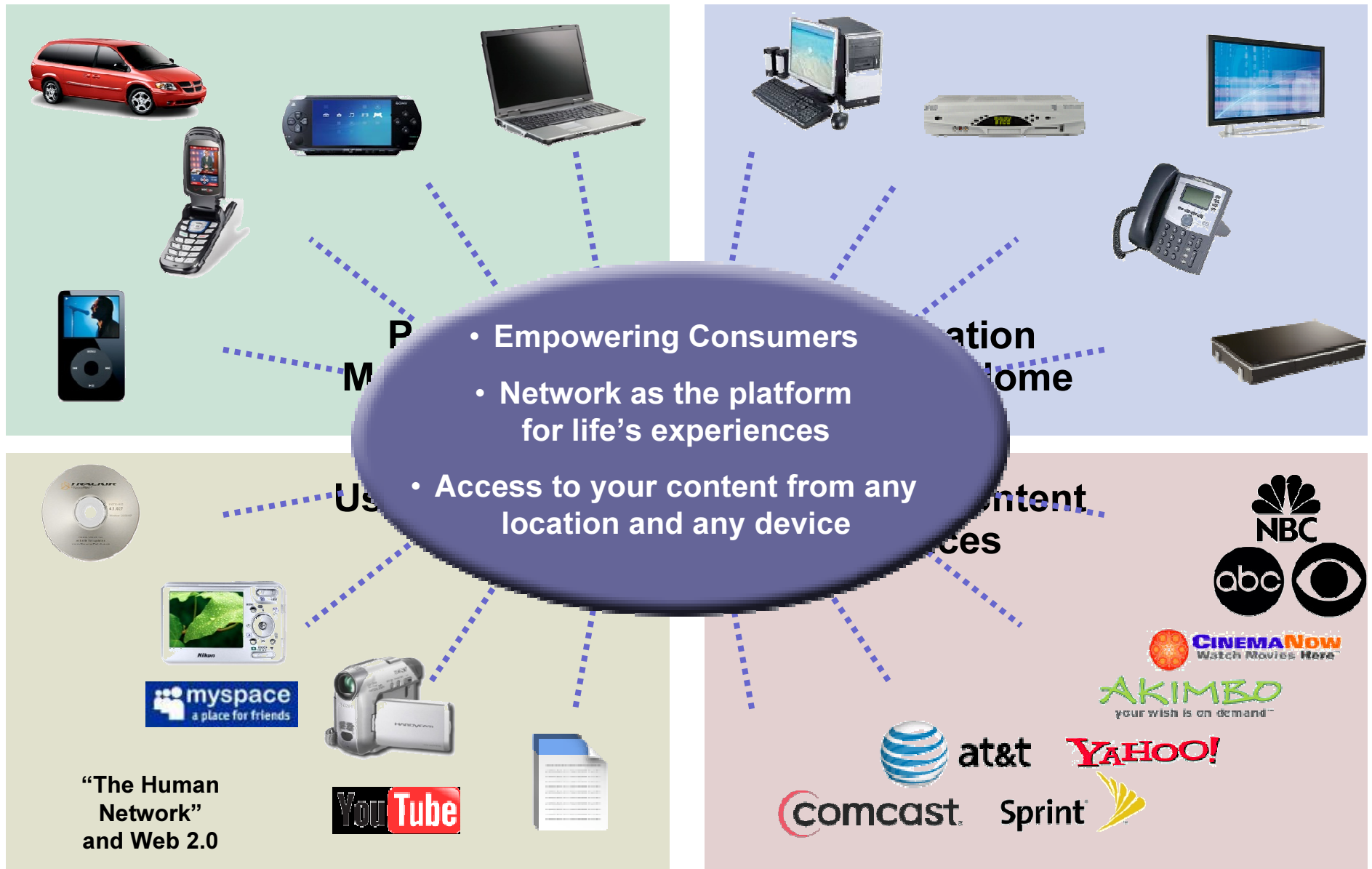| Content | Photos | Video | Music | Chat | Calls |
|---|---|---|---|---|---|
| **Apps** | View | Edit | Listen | IM/Email | Talk |
| **Services** | Online album | YouTube | Internet Radio | Internet | VoIP |

# Drivers for the Connected Home

- **Consumer Power**:
  The consumer defines the way they communicate and consume entertainment

- **Broadband:**
  Broadband provides the necessary bandwidth and service platform into the home

- **Converged Devices**:
  Converged networking devices bridge the gap between the PC and consumer electronic products

- **User Interface**:
  A simple, seamless and unified user interface on all devices makes everything easy

- **Entertainment Content:**
  The rise of extensive personal and Internet-based content including first run and long-tail movies, TV shows, music and sports can now be accessed in any location.

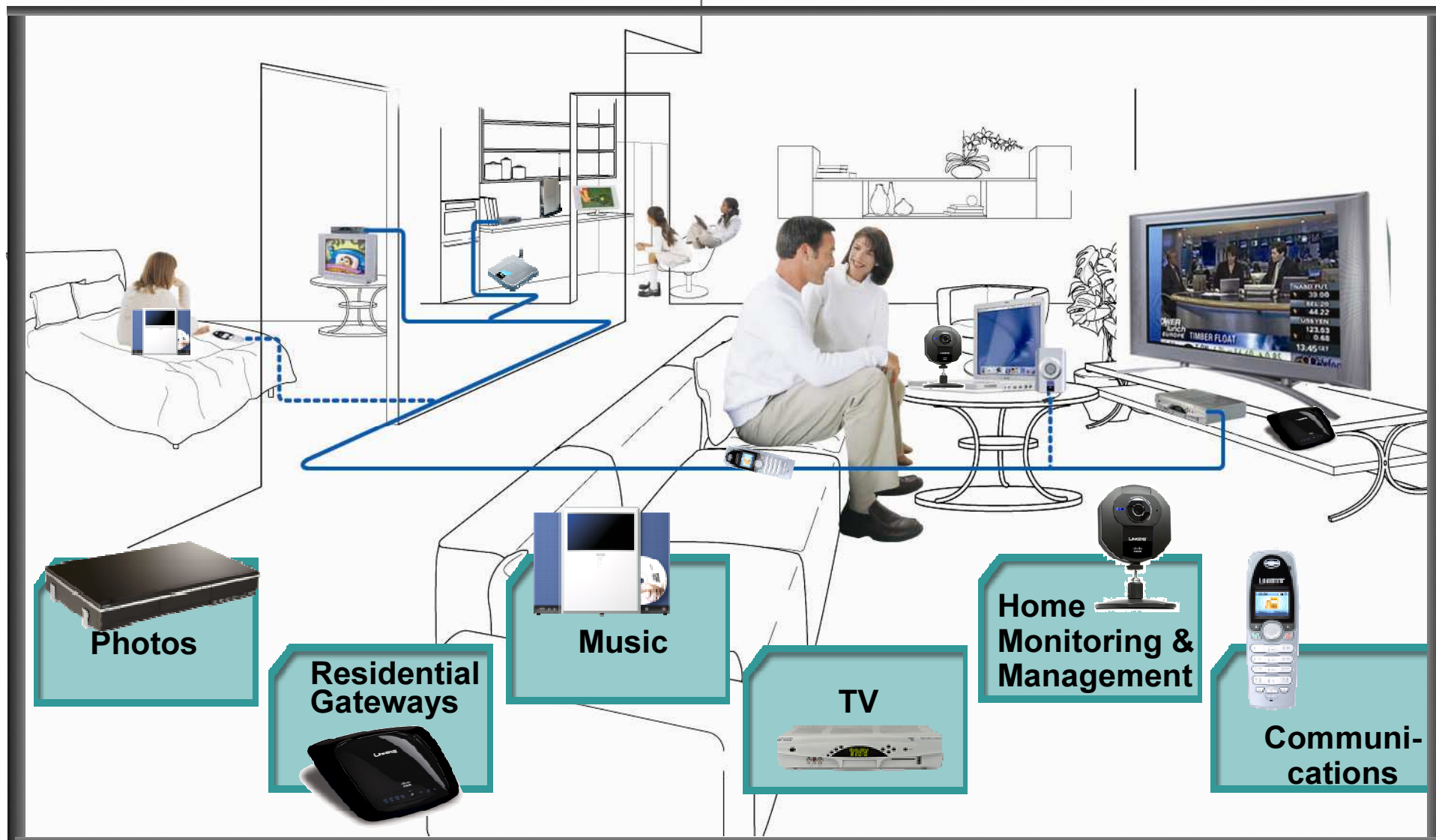- **The Connected Home enables life's experiences through the power of the network**

# The Network Enables Life's Experiences

- **Empowering Consumers**
- **Network as the platform for life's experiences**
- **Access to your content from any location and any device**

"The Human Network" and Web 2.0

# Connected Home Solutions
A Robust Network Enables Connected Home Solutions



Photos

Residential Gateways

Music

TV

Home Monitoring & Management

Communi-cations

# Premium Customer Experience



**Pre-sales**
-web
-collateral
-advertising

**In-Store Displays**

**Packaging**

**Premium Support**

**Installation**

**User Interface**

**Industrial Design**

**Deliver a premium customer experience at every touch point**

# Building the Connected Home



| Devices | Architecture | Network |
|---------|--------------|---------|
| | **Linksys Hardware Platform** | **Entertainment Grade Home Network (EGHN)** |
| | **Linksys Software Platform** | -Fiber    -Ethernet<br>-Wireless  -DOCSIS<br>-xDSL     -Powerline |
| LINKSYS | LINKSYS | LINKSYS |

# Linksys Consumer Value Proposition

## Linksys Value Proposition

- We deliver a total quality experience

- We make it easy to find, enjoy, and organize digital content

- We offer a broad selection of products that work great together

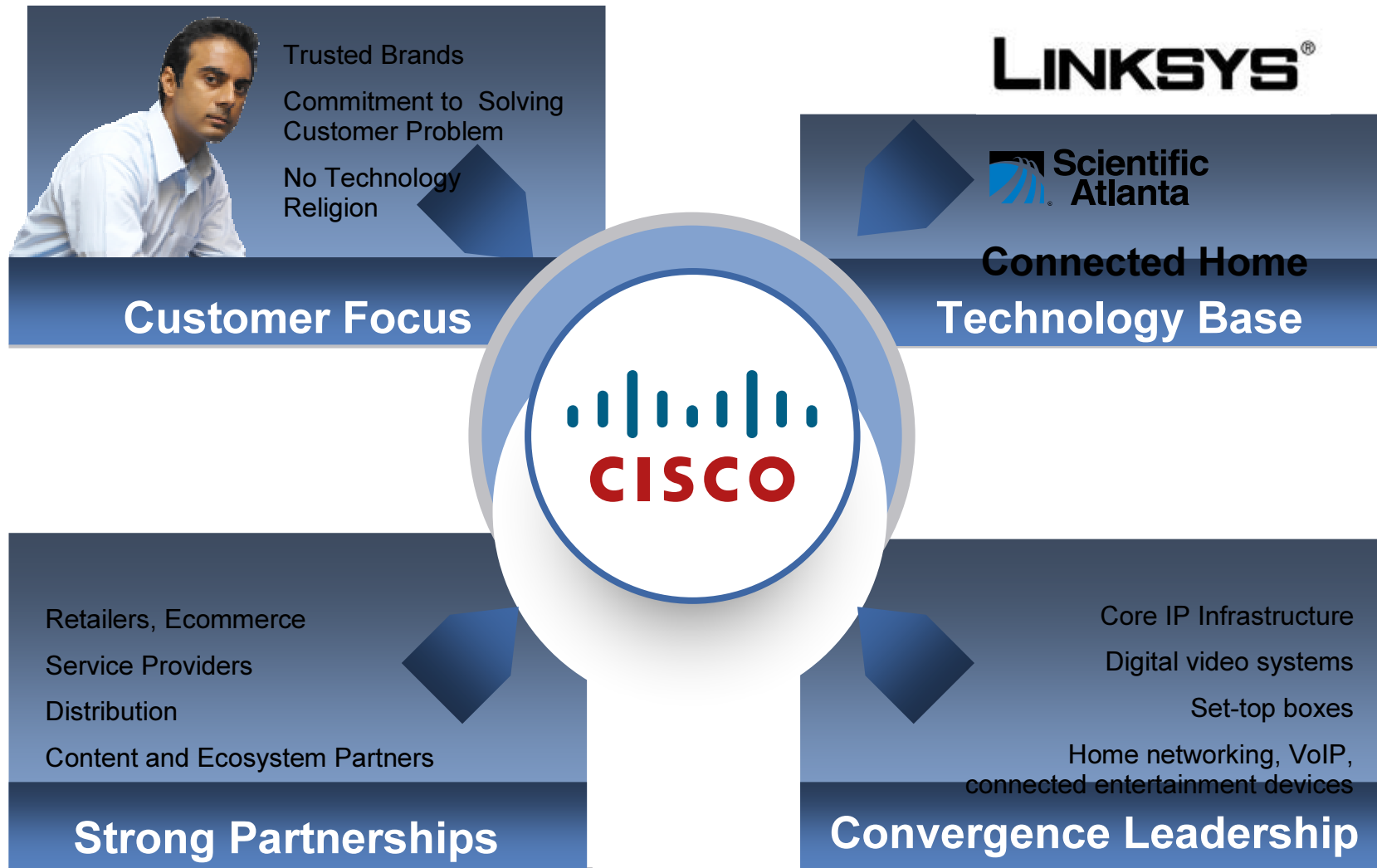| Consumer Electronics | Network | Content & Applications | Channel & Customer Service |
|---|---|---|---|
| - Simple out-of-the box network provisioning<br><br>- Consistent and intuitive UI<br><br>- Family spans high-end to value-end products | - Entertainment Grade Home Network (EGHN) provides optimum media experience, wired or wireless<br><br>- Easy to get devices onto the network<br><br>- Easy to move content between devices | - Ability to deliver breadth of content and applications<br><br>- Tight integration and availability across products<br><br>- Effortless navigation | - Ownership of entire customer experience: sales to support<br><br>- Channel breadth: retail, installers VARS, service provider<br><br>- **The only company that can support Connected Home end-to-end** |

# Delivering the Connected Home

Linksys is uniquely positioned to truly deliver on the Connected Home vision via the power of the network

- Broad WW customer base

  **Over 30M routers shipped to date**

- First to market with innovative, easy to use networking solutions

  Wireless-N, 3G Wireless Router (Vodafone), iPhone, LELA

- Channel Strength

  Brand recognition & loyalty as market leader

- Unparalleled Responsiveness

  Technology, customer, and market changes

- Breadth of Product Offerings

  From gateways & routers to digital media and voice

  Strategic vision to build complete solutions
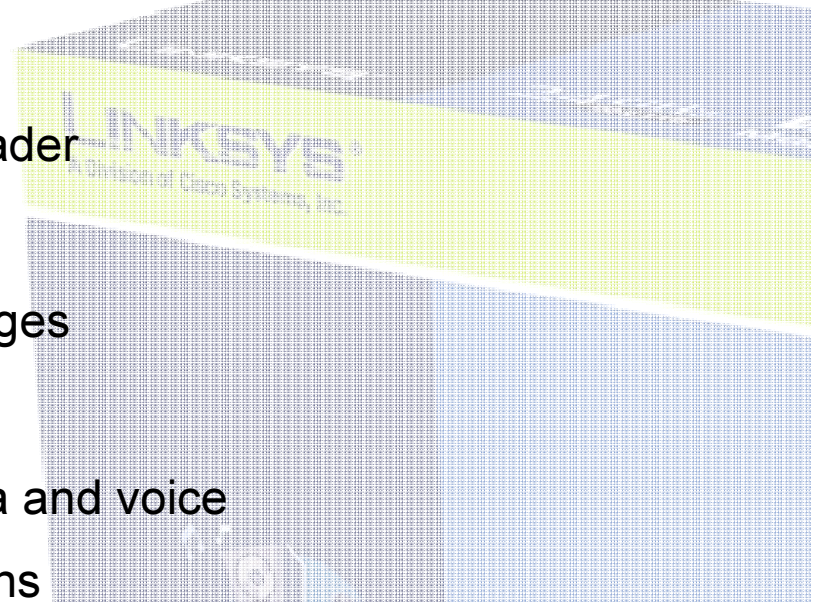
# Cisco Is Uniquely Positioned for Success

Trusted Brands

Commitment to Solving Customer Problem

No Technology Religion

## Customer Focus

**LINKSYS®**

**Scientific Atlanta**

**Connected Home**

## Technology Base

Retailers, Ecommerce

Service Providers

Distribution

Content and Ecosystem Partners

## Strong Partnerships

Core IP Infrastructure

Digital video systems

Set-top boxes

Home networking, VoIP, connected entertainment devices

## Convergence Leadership

# Examples of Linksys Enablers of The Connected Life

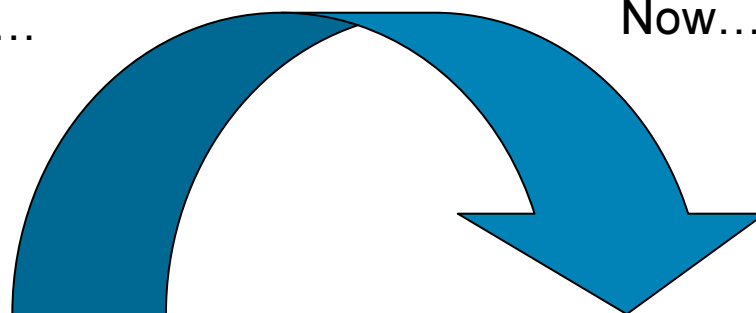# Examples of Linksys Enablers of The Connected Life

- Stylish Design

- Ease of Use

- Broad Range of Products

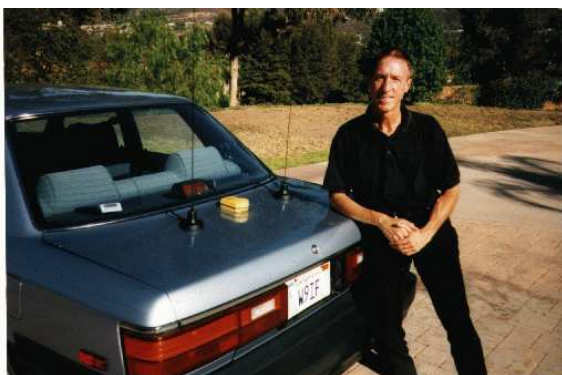- Non-Proprietary Compatibility

- Scalability

- Safety

# Consumer Electronics Antenna Design Evolution

Then…

Now…

# New Industrial Design

Sleek stylish design…
- Design based on hundreds designs presented to consumers
- New sleek design looks great in the home or office
- New design sets Linksys apart
- New design drives consumer confidence in their choice of

the  worldwide#1 choice in wireless networking

# Features

**Feature: Internal Antenna Technology**

- This new Linksys Wireless Router features Internal Antenna Technology, a powerful smart antenna solution that is integrated into the router design delivering expanded wireless signal coverage

**Feature: LELA**

- The Linksys EasyLink Advisor (LELA) application setup is quick and easy. LELA lets you view, manage and repair your network anytime, throughout the life of your router. It's like having a Linksys expert available whenever you need one.

**Feature: WPS (Wi-Fi Protected Setup)**

- A simple push button setup feature makes it easy to configure the security of your wireless devices. Just push the button on the router and on your other WPS-enabled wireless device to automatically create an encryption-secured wireless connection.

# Install Visualize, Control and Optimize

# LELA

# Introduction

- Introducing LELA 3.0: " It just works"

  No complex computer or network experience needed

  LELA Wizard depicts your router or network graphically. No complex id's or passwords to remember

  The Best Setup & Maintenance Experience Available

  Easy Discovery and Addition of New Devices

  Rich Proactive Troubleshooting

  Future Proof – Ongoing automated updates ensuring you have the latest performance improvements.  Upgrade your existing router.

  Solid platform for new applications and services

  Doesn't slow down your system

# Introduction Video

# EasyLink Advisor v3



- ## LELA v3

  **Leveraging Lela 1&2 Learning's**

  **New Platform – New Experience**

  **Worldwide** Localization

  Support for **More Product Categories**

  Routers, Gateways, Peripherals, DMA, etc.

  Automated **Software and Firmware Updates**

  Improved **Performance** and **Usability**

- ## Scalable Platform for Services

  Security, Parental Control, Online Storage, Photo Sharing, etc.

- ## Leveraging Linksys Deep Knowledge in Home Networking

  Years of Experience and Research Captured in EasyLink Advisor

# Lela v3 Top Level Functions

**Linksys EasyLink Advisor**
Realize the full potential of your network

- ✓ View Network Map
- ✓ Add Wireless Computer/Device
- ✓ Go Wireless
- ✓ Replace Router
- ✓ Share Folder/Printer
- ✓ Change Wireless Settings
- ✓ Change Router Password
- ✓ Change Network Name
- ✓ Set Friendly Device Name
- ✓ View Device Details
- ✓ Fix Health and Security Alerts
- ✓ Change Device Type/Icon
- ✓ Log on to Router

- ✓ Linksys/Cisco Account Setup
- ✓ Get Support Link
- ✓ Receive Market Recommendations
- ✓ Troubleshoot Connections
- ✓ Test LAN/WAN Speed
- ✓ Setup Network Activity Report
- ✓ View Network History
- ✓ Discover a New Device
- ✓ View/Print Network Settings
- ✓ Receive/Check for Updates
- ✓ Guest Access

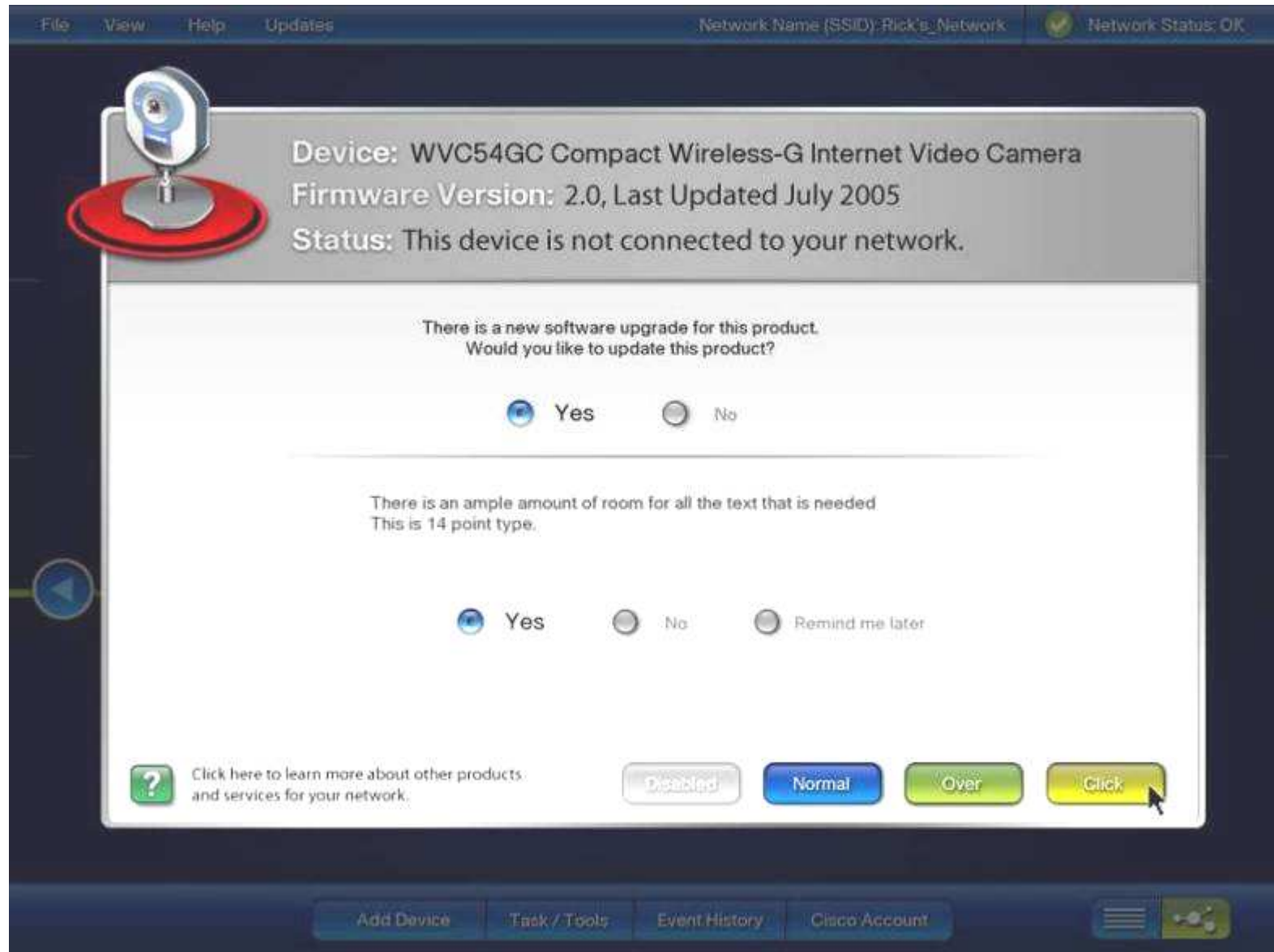# Lela 3 Main Screen – Network Map

# List View
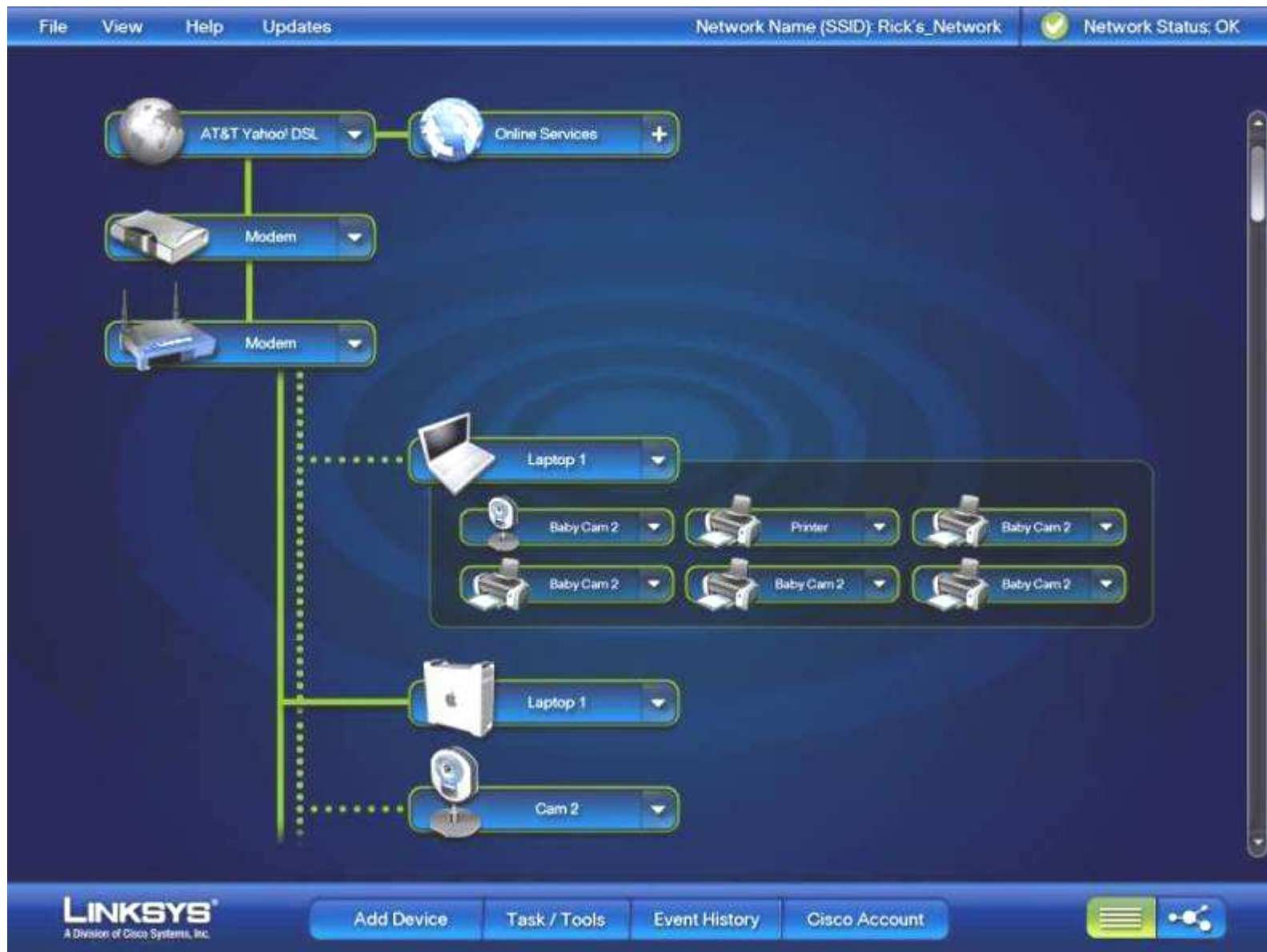
# Device Alert / Device Menu

# Wizard Window

# Lela Setup Wizards

- **New Setup Wizards Across Most Products**

  Network Adapters

  Routers / Gateways

  Peripherals (IP Camera, NAS, Print Server, AP, etc.)

- **Seamless Integration with Lela**

- **Fully Localizable**

- **Using New Device Communication API**

  Programmatically Set/Get Device Parameters

  Instead of HTML Screen Scraping

  Major Improvement in Performance and Usability

  Removes Firmware Version Dependency

  Allows Software Applications and Wizards to be independent

# Lela Router Setup Wizard

**Welcome Screen**



**Animated Cabling Instructions**



**Context Sensitive Help**



**Easy Wireless Security Configuration**



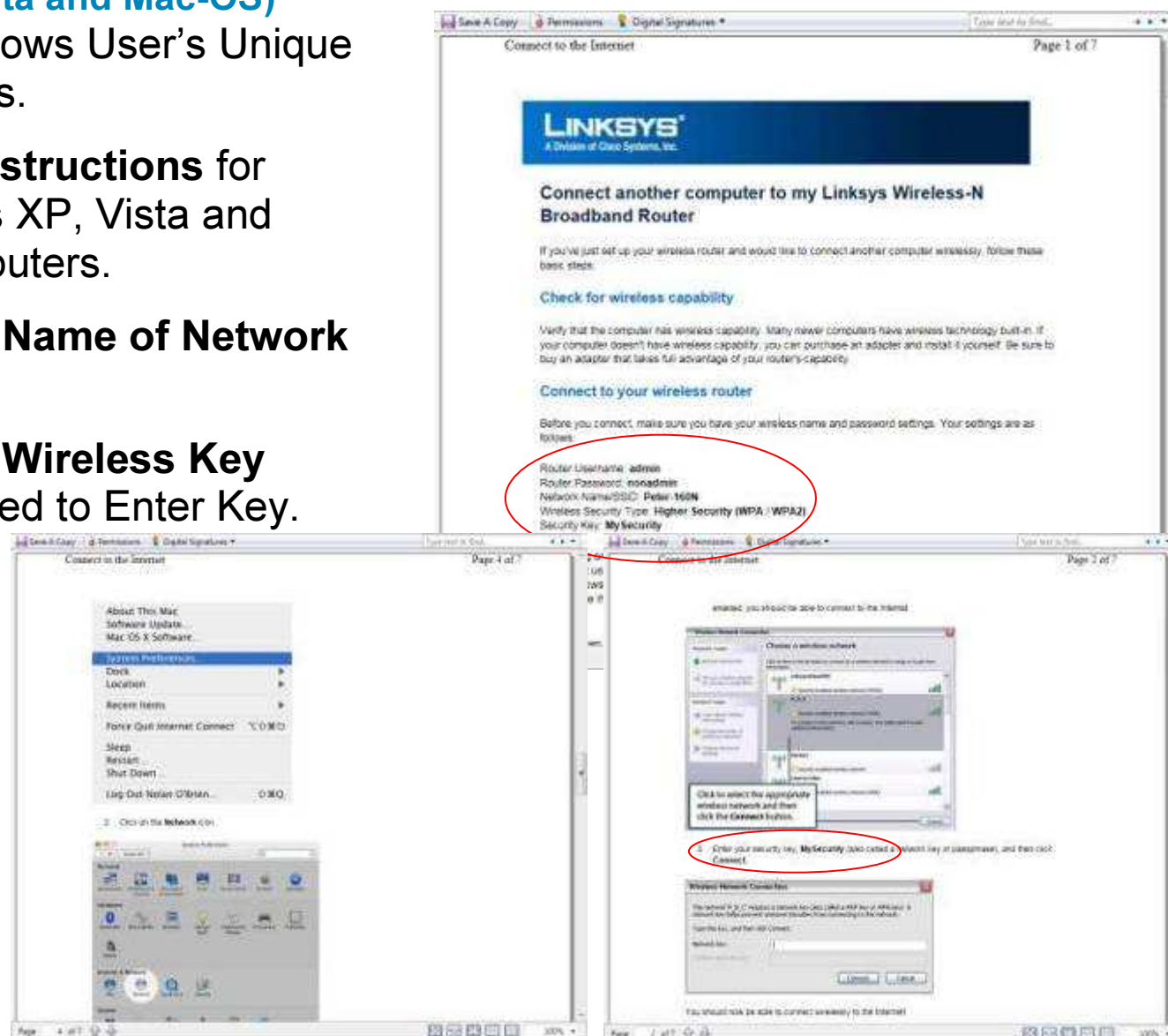**View / Save / Print Wireless Settings**



**Success**

# Printed Add Computer Instructions
## (Windows XP/Vista and Mac-OS)

- **Dynamically** Shows User's Unique Wireless Settings.

- **Step-by-Step instructions** for Adding Windows XP, Vista and Apple-Mac computers.

- Displays **Actual Name of Network** to Connect to.

- Displays **Actual Wireless Key** Where User Asked to Enter Key.

# More Devices

# Product Portfolio

# Product Range

- Broadband Routers / Gateways

- PowerLine

- Networked Media Players

- Networked Storage

- Home Surveillance

- Control Software

# Broadband Routers / Gateways

- Annex A & Annex B

- Up to Gigabit Wired Speeds (FE & GE)

- Up to 300Mbs Wireless Speeds

- Storage Link options

- LELA Compatible

- Media Server

- WPS

# Powerline



Powerline
Network Adapter

Easily network your home
using existing electrical outlets

# Powerline Description

- What is Powerline?

- Easily add more devices to your network

- Share files, printers and storage throughout your home

- HomePlug® 1.0 with Turbo technology

# PLTE200 Powerline Turbo Bridge

We call this a BRIDGE
because it has only 1 ethernet
Port, with which you sent data
over the 220V network.
The PLTE200 acts as a "bridge
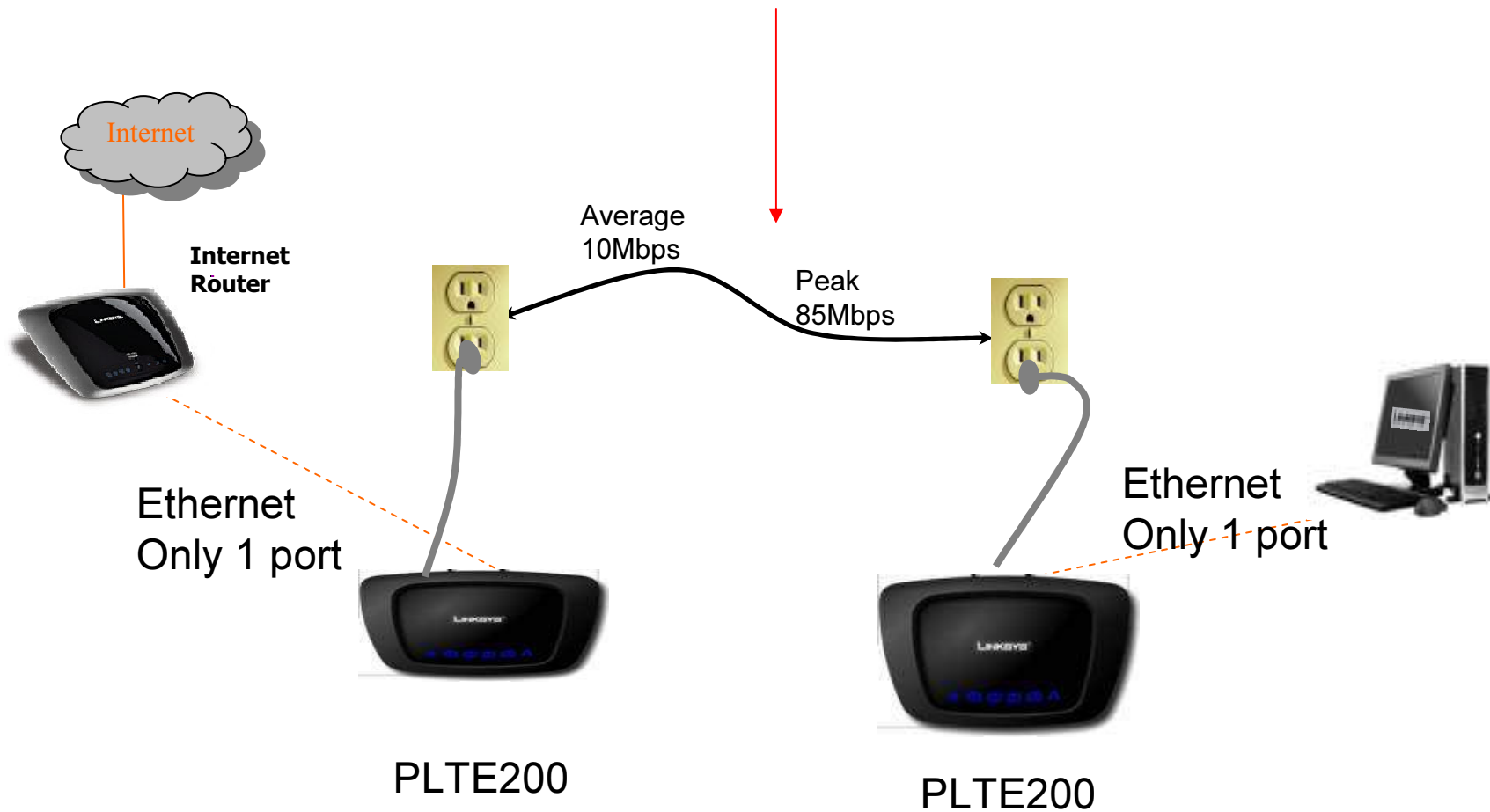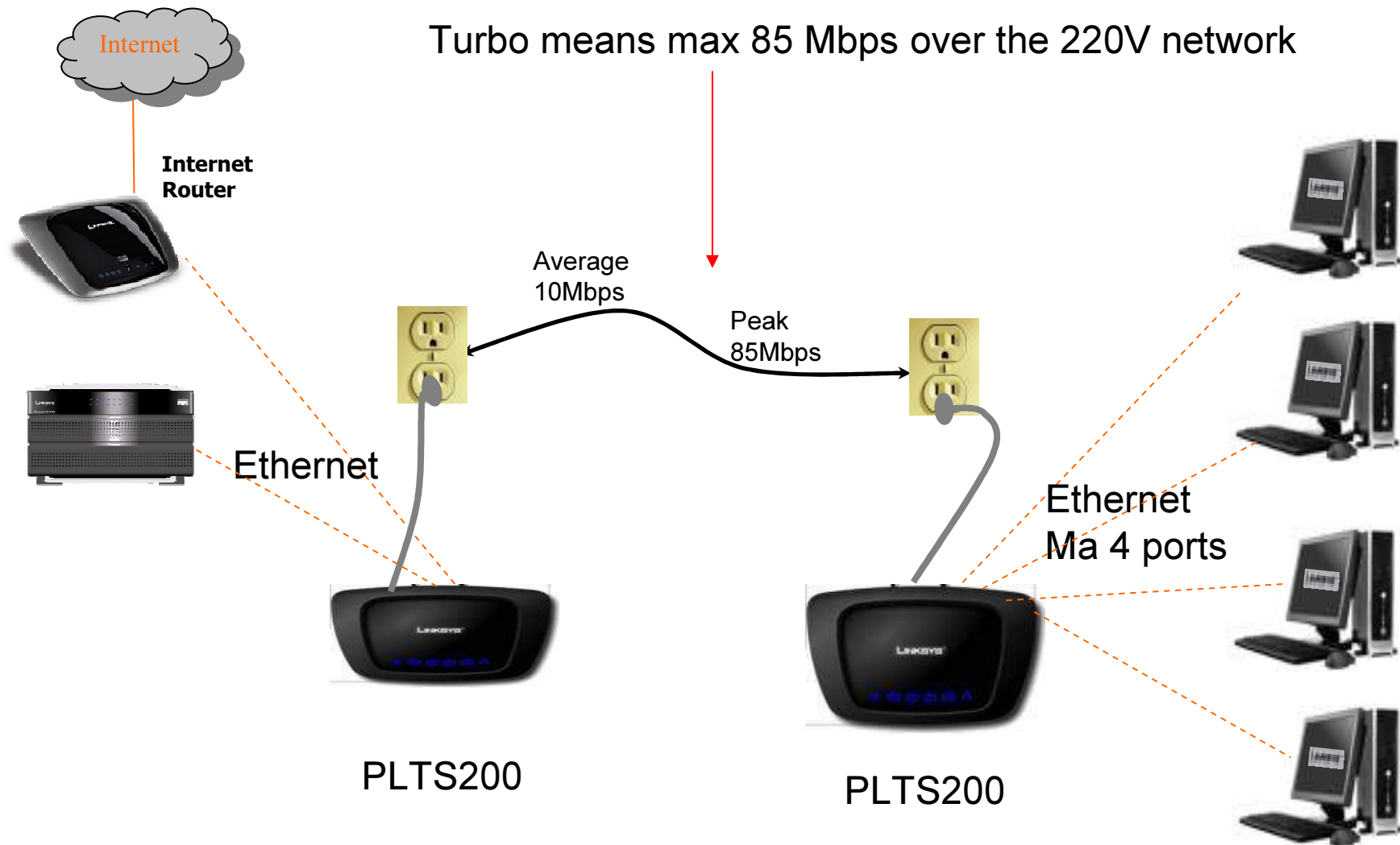Between the ethernet network
and the 220V network

35mm

125mm

85mm

LINKSYS

LINKSYS
A Division of Cisco Systems, Inc.

Linksys Home Plug
with Single Ethernet
01D 071022

# PLTS200- Powerline Turbo Switch

We call this a SWITCH
Because it has 4 switched
Ethernet Ports.
Just as the ie. WRT54G2 router.

35mm

125mm

85mm

LINKSYS

LINKSYS
A Division of Cisco Systems, Inc.

LINKSYS

Linksys Home Plug
with 4 Ethernet Ports
01B 071023

# A Powerline Turbo network with 2 PLTE200

Turbo means max 85 Mbps over the 220V network

Internet

**Internet Router**

Average 10Mbps

Peak 85Mbps

Ethernet Only 1 port

Ethernet Only 1 port

PLTE200

PLTE200

# A Powerline Turbo network with 2 PLTS200

Internet

Turbo means max 85 Mbps over the 220V network

**Internet Router**

Average 10Mbps

Peak 85Mbps

Ethernet

Ethernet Ma 4 ports

PLTS200

PLTS200

# A Powerline turbo network with a PLTK300

Internet

Turbo means max 85 Mbps over the 220V network

**Internet Router**

Average 10Mbps

Peak 85Mbps

Ethernet Max 4 port

"PLTE200"

"PLTS200"
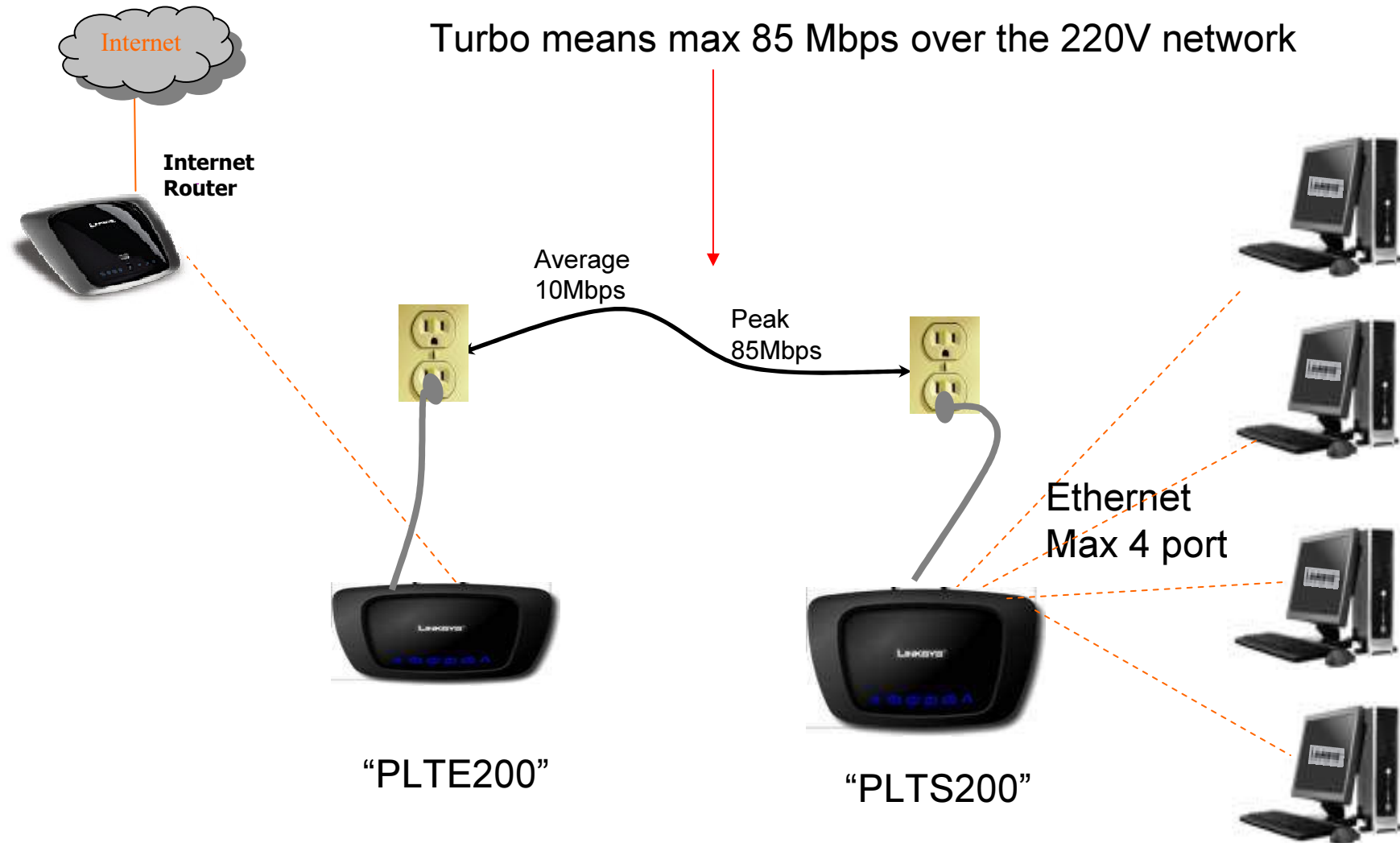
# A powerline AV network with PLx300

AVmeans max 200 Mbps over the 220V network

Internet

**Internet Router**

Peak 200Mbps

Average 100Mbps

Ethernet Ma 4 port

Ethernet

PLS300

PLS300

PLE200

You can "network with with up to 16 adapters.
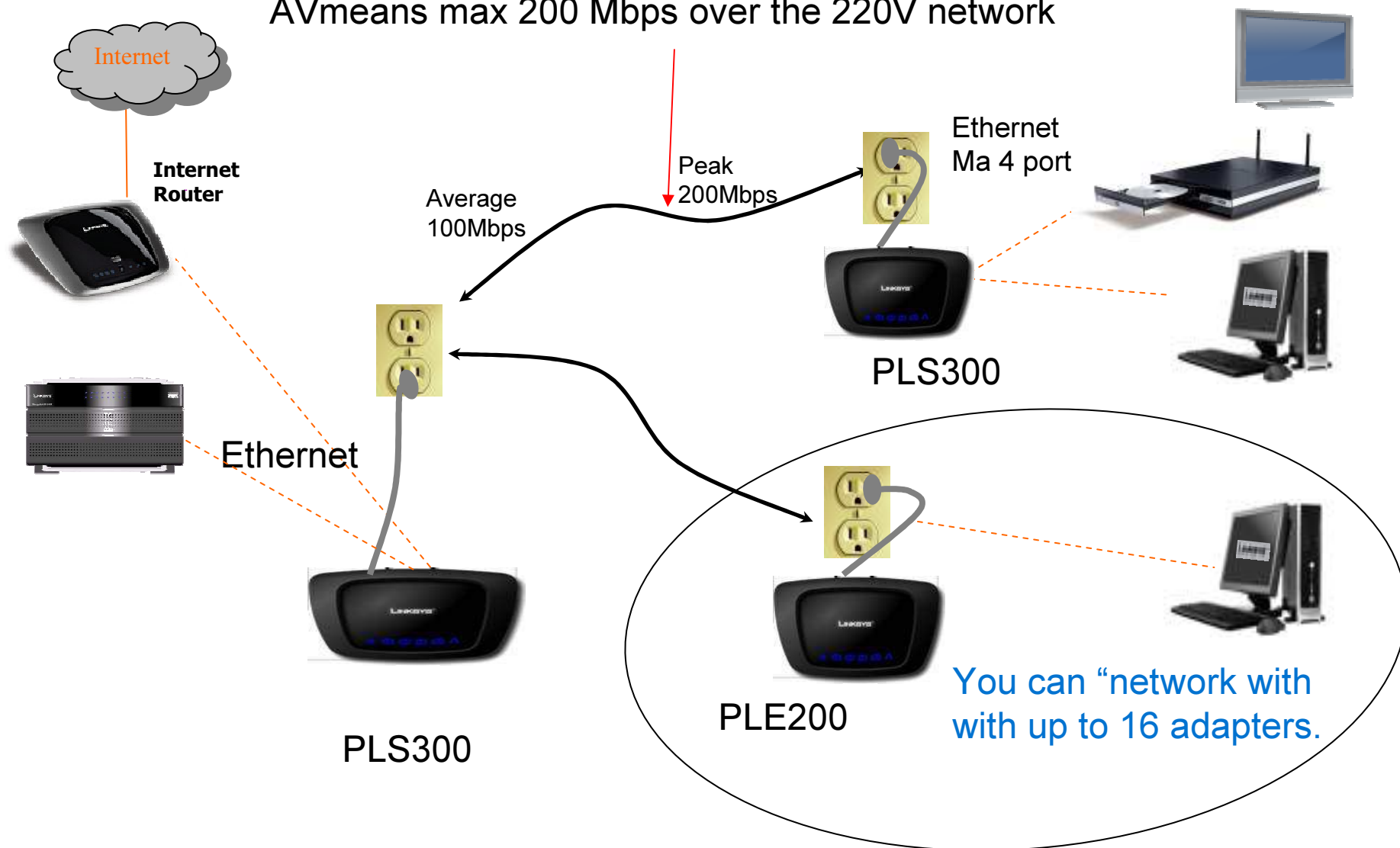
# Networked Media Players

- ## Windows Vista Extenders

    DMA2200 -Linksys Media Center Extender with DVD

    DMA2100 - Linksys Media Center Extender

- ## Media Extenders

    KISS1600 - High Definition Media Player

# Networked Storage, Home Surveillance & Control Software

- Networked Storage Solutions – NAS Solutions

- Home Surveillance – WiFi IP Cameras

- LELA & Pure Networks Solutions

# NAS200-EU; stuffed with features
# Easily add secure storage to your network

- 2 bays with SATA2 interface, easy installation and removal HDD

- 2 USB ports, supports USB memory devices such as flash disk or USB hard drive

- Flexible disk configuration: 1) combine 2 drives to be seen as one, 2) disk-to-disk mirroring, 3) striping, or just 4) two separate drives Share storage with PCs connected to the network

- Push button for data backup

- The built-in download manager; enables users to initiate an FTP, HTTP download task from a PC's web browser. Once the task is initiated, the PC may be turned off, and the NAS200 will continue the download independently.

- Media Server Capability

- DLNA 1.5

- UPnPAV

- Twonkyvision (PV Media Version 4.3 )

- ZTO

- NTI backup

**NO ONE HAS BETTER FEATURES FOR THIS PRICE**

And get even more out of your NAS200 with 3rd party s/w;

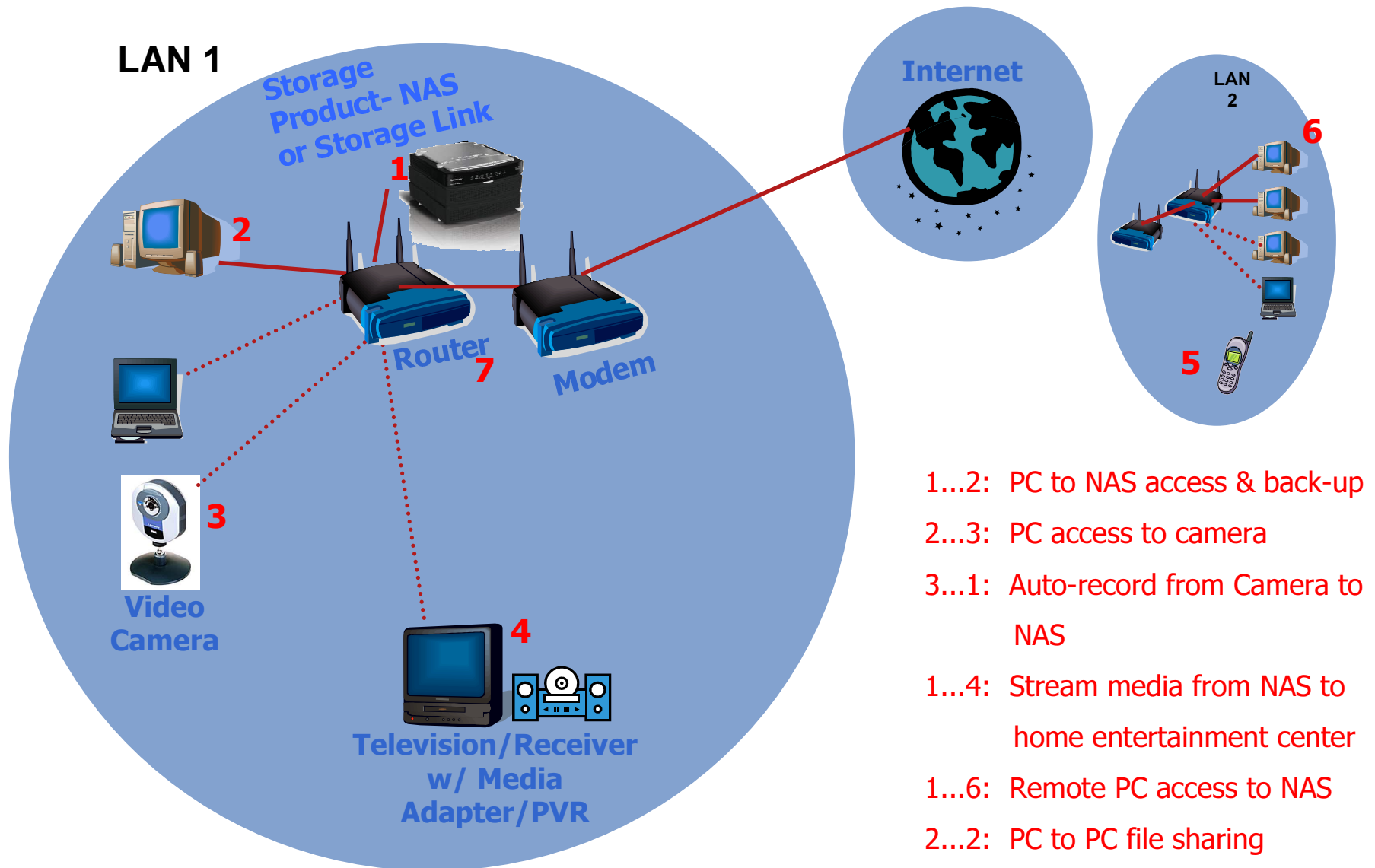- Songbird

- Google Picasso

# Overview

## NAS200- Network Storage System with 2 Bays

- Share, Expand, and Secure your valuable content

- Two 3.5" SATA drive bays with space for SATA to PATA converter
  - Plus two external USB ports for connecting additional storage devices.

- Configure through built in server, Web-based management utility

- Media Server Capability

- SMB over TCP/IP file sharing protocol provides high compatibility

- True NAS device:
  - NAS device uses a microprocessor running embedded OS that enables boot up and diagnostics of hardware in case of failure, or even without hard disk installed.

  - NDAS devices (Netgear) are lower priced, but they shift some storage-processing to client PC's. Must also install software on each client that requires access to the device.

# Network Environment w/ NAS

LAN 1

Storage Product- NAS or Storage Link

1

2

Router

7

Modem

Internet

LAN 2

6

5

Video Camera

3

Television/Receiver w/ Media Adapter/PVR

4

1...2:  PC to NAS access & back-up

2...3:  PC access to camera

3...1:  Auto-record from Camera to NAS

1...4:  Stream media from NAS to home entertainment center

1...6:  Remote PC access to NAS

2...2:  PC to PC file sharing

# Overview

**This new product will completely replace the existing WVC54GC**

**Key Features / Benefits**

- Send live video – *and audio* – through the Internet to a web browser anywhere in the world
    - Keep track of your home, kids, pets, workplace, etc.
    - Security Mode automatically sends e-mail alerts with video clips upon motion detection
    - Share events and communicate with family and friends

- Improved Video Quality:
    - MPEG4 and MJPEG video streaming resolution at **640X480**, 320X240, and 160X120
    - CMOS color progressive image sensor at VGA resolution

- Microphone on front with built-in preamp

- Built-in stand-alone web server → no PC necessary

- Connect wirelessly to a network over Wireless-G, or through a 10/100 Ethernet port

# Other Features

**Video Control Functions through Active X**

- View Size

- Zoom

- Flip

- Mirror

- Snapshot

**Motion Detection**

- User definable detection areas

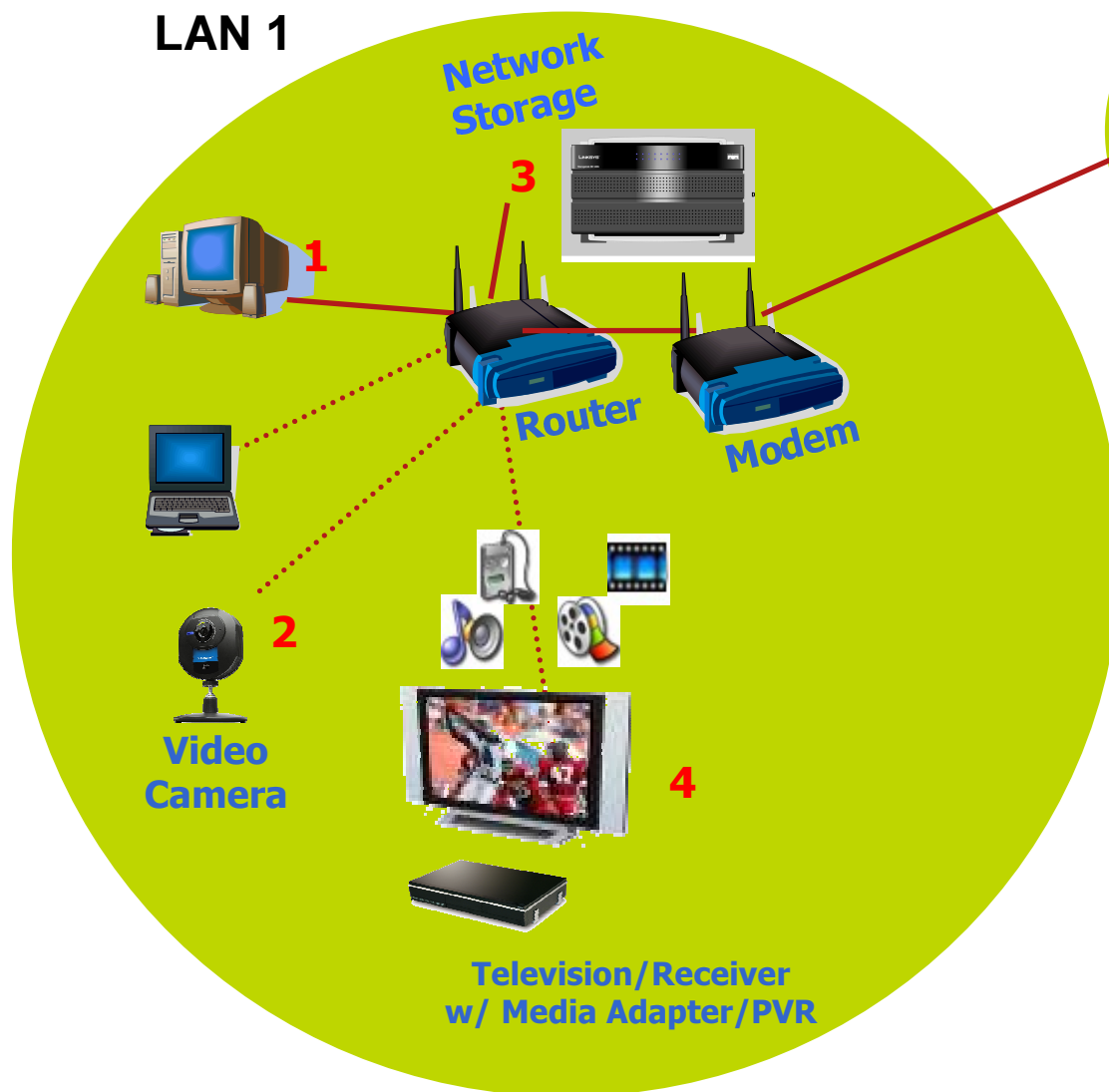- User definable sensitivity → alert based on sensitivity level

**Alert Triggers**

- E-mail → up to 3 e-mail addresses

- FTP uploading → upon alert, video or JPEG snapshots uploaded to server

**Remote Access**
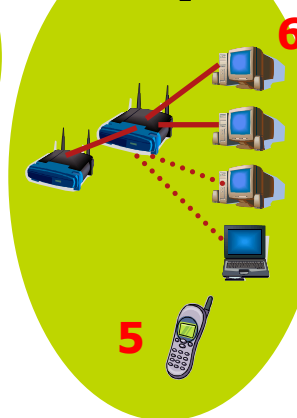
- From TZO.com → Free for 1st year, $25/year afterwards

# Network Environment



LAN 1

Network Storage

Internet

LAN 2

**6**

**3**

**1**

Router

Modem

**5**

**2**

Video Camera

**4**

Television/Receiver w/ Media Adapter/PVR

1...2:  PC access to camera

2...3:  Auto-record from camera to network storage

3...4:  Stream media from network storage to home entertainment center

2…5:  Motion detection alert to smart phone

6...2:  Remote PC access to camera

5…2:  Smart phone access to camera

# Coming Soon

- Pure Networks Products/Services Available through Linksys

- More Consumer Grade Products

- More Consumer Grade Services

- New Website

# Q and A
# ?

# Thank You