



Cisco Broadband Wireless

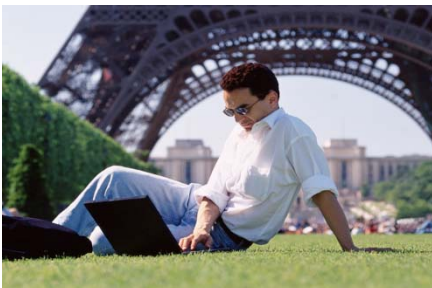
The Role of Mobile WiMAX in Delivering the Connected Life

THE CONNECTED LIFE. Personalized voice, video, and data services that make life easier, more productive, and more enjoyable.



AT HOME, consumers can watch what they want, when they want. They can call, chat, browse the Internet, work from home, create blogs, and share photos with family and friends. They control the content that enters the home and keep track of their children's online activities – all on their terms.

AT WORK, employees can be more productive, responsive, and creative in – or out of – traditional office spaces using VPNs and unified communications tools. They can share data instantly, locate colleagues, meet via TelePresence, and watch their children play at home.



ON THE MOVE, these services are becoming more available, independent of the access device or location. Consumers can access streaming video from their own personal video recorders and chat with family. Workers can access critical business systems and services from the train or even the plane.

Service providers who adapt to create and deliver these innovative, personalized services can demonstrate greater value, grow revenue, and minimize subscriber turnover. Combining these services with mobility technologies allows service providers to then serve their subscribers regardless of location, device type, or network access technology.

The Connected Life means more time online, allowing consumers to become a bigger part of the Human Network, business to become more accessible, and service providers to become more relevant.



In many markets the Connected Life will enable critical services that have been unavailable until now: Internet access to assist with education in isolated villages; remote diagnoses to aid doctors in the treatment of patients far from any medical facility; connectivity that allows small businesses to form and thrive in areas far removed from traditional economic centers. These and other services provide a foundation for economic growth and form a key element of many global and national initiatives.

IP Next Generation Networks: Enabling “Experience Providers”

The Connected Life is made possible by IP and IP Next Generation Networks (IP NGNs). IP is of course the very basis of the Connected Life, providing the common thread that weaves together networks, devices, business and people.

IP NGNs enable service providers to converge their networks, services, and applications around IP for greater service innovation and improved operational efficiency.



The device- and access-independence enabled by IP NGNs along with the ability to exercise precise control of converged applications means that service providers deliver not just access, but flexible personalized experiences to subscribers. These providers become “experience providers” who can command greater customer loyalty, brand impact, and service revenue.

WiMAX and the Connected Life

Broadband services that are fast, reliable, and service-aware are clearly fundamental to the delivery of the Connected Life. Cable and DSL technologies have proven to be very attractive broadband options and are well established in many areas. However, they cannot be deployed economically in markets where subscriber densities are too low – or geographies are too rugged – to justify the expense of deploying wired infrastructures. Furthermore, in markets where economic growth is vigorous the time needed to deploy trenching or overhead facilities can lead to missed opportunities.

Mobile WiMAX is the exciting new wireless technology – fully centered on the power of IP standards – that provides an excellent alternative for the delivery of broadband services, particularly where speed-to-market is critical or other broadband technologies are not economically viable. In fact, Mobile WiMAX speed, coverage, and IP integration are combining to make it an attractive choice for new mobile services, or for the addition of quad-play or “any-play” services to fixed network architectures.

Mobile WiMAX supports beamforming and multi-input /multi-output (MIMO) advanced antenna systems that allow for multi-megabit service delivery, increased coverage, and greater indoor penetration. Subscribers experience high-quality services and service providers realize fewer service calls, faster time-to-market, and improved cost efficiencies.

The integration of IP technologies throughout end-to-end WiMAX architectures allows service providers to leverage the enormous body of innovation that exists for IP transport, service control, and application delivery – from the core, through the access networks, and to the subscriber devices. And the highly-competitive marketplace for IP technologies is driving down costs while yielding continuous service innovation.

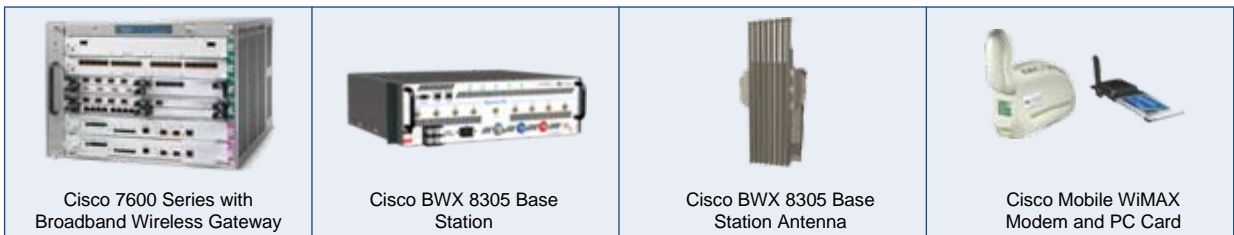
Cisco Broadband Wireless: Extending the Connected Life

To extend the Connected Life throughout both developed and developing markets, Cisco now offers a complete end-to-end Broadband Wireless Solution featuring best-in-class Mobile WiMAX radio access technologies tightly integrated with Cisco’s proven IP NGN transport and service-delivery infrastructures.

This open standards solution – compliant with the Mobile WiMAX specification and the Profile C Network Reference Model – includes a full suite of basestations, antenna systems, Cisco Access Service (ASN) Gateways, management systems, and customer premises equipment.

The WiMAX radio access layer of the Cisco Broadband Wireless Solution is provided by the Cisco Broadband Wireless Access (BWX) 8300 series of basestations which integrate adaptive beamforming, MIMO capabilities, and innovative 8-element antenna arrays into a system that continuously optimizes each radio link to maximize performance for each access device. This solution delivers exceptional coverage, capacity, and reliability, allowing service providers to deliver high-performance, high-value services while dramatically lowering deployment and operating costs.

The Cisco Broadband Wireless Gateway (BWG) provides the critical Mobile WiMAX ASN Gateway services including device and subscriber authentication, mobility management, mobile IP foreign agent, encryption key distribution, and advanced quality-of-service (QoS) management, all delivered on the carrier-class Cisco 7600 Series Router service delivery platform.



The Cisco BWX 8300 Series and the Cisco Broadband Wireless Gateway – key elements of the Cisco Broadband Wireless Solution – extend WiMAX services and the Connected Life to millions worldwide.



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