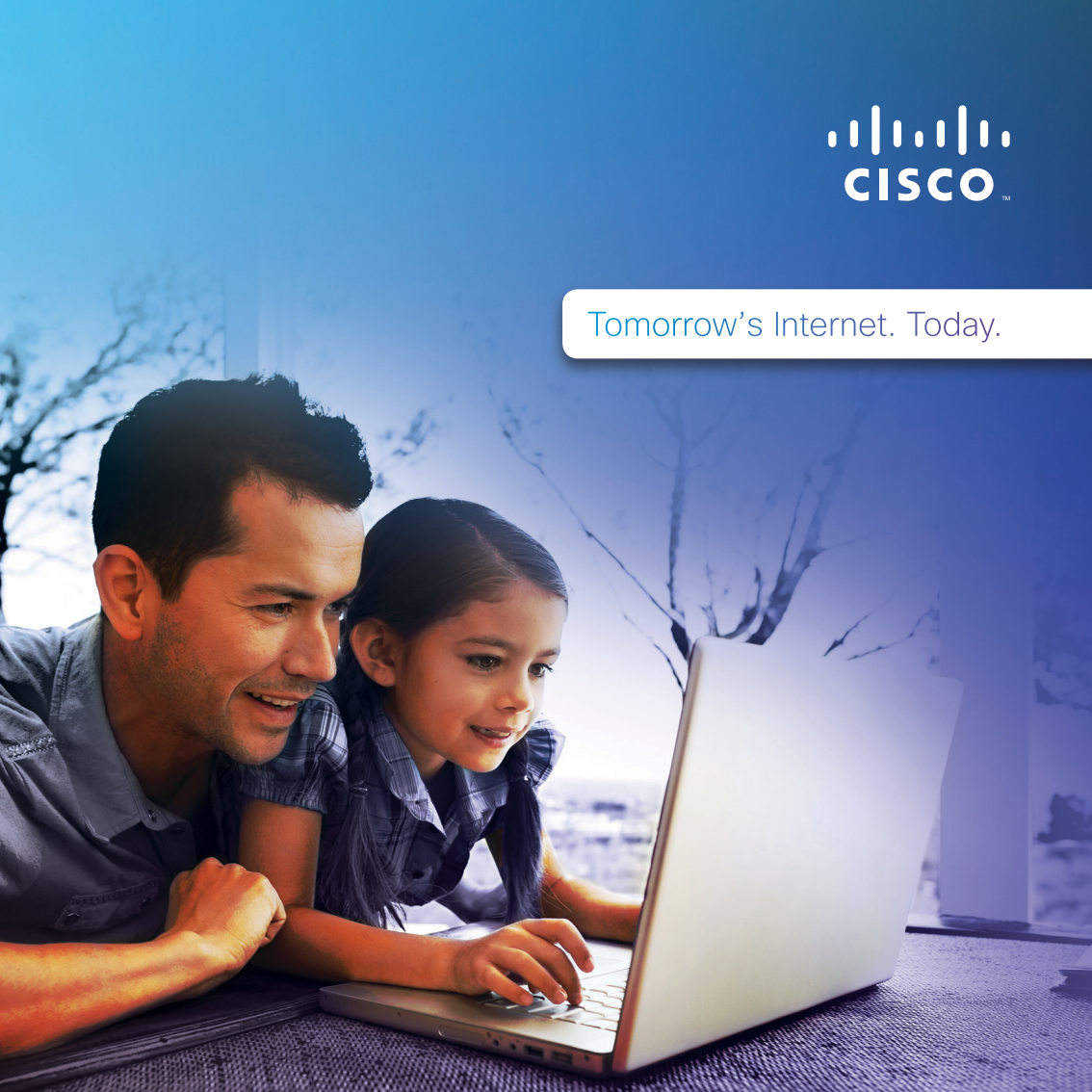
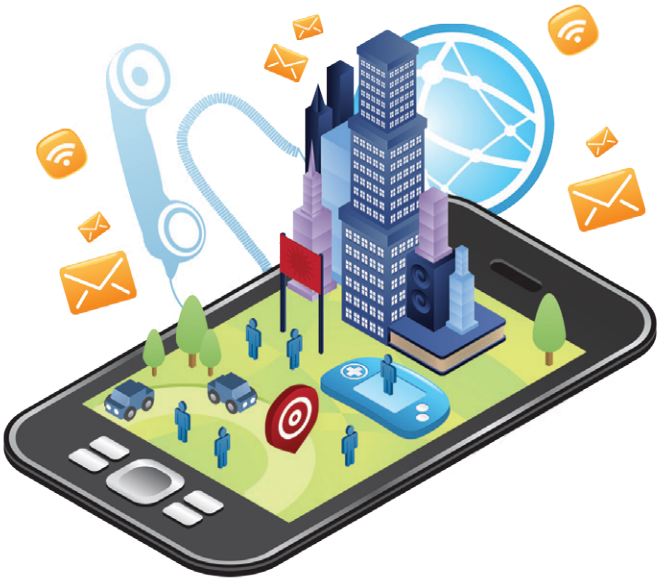
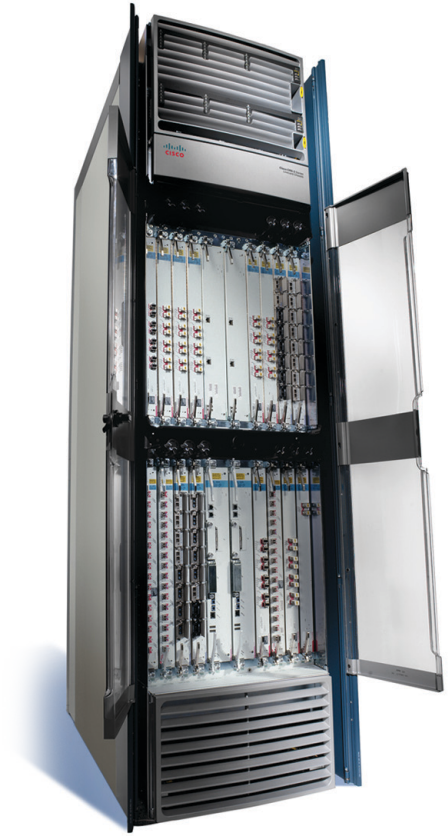

Tomorrow's Internet. Today.

The Mobile Internet Is Here. And Now.

Networks the world over are buckling under the demands of modern computing devices. The mobile Internet is increasingly driven by rich multimedia content, and by 2015, over 90 percent of all Internet traffic is expected to be video.

If this phenomenal growth is to continue, we must rethink the way we manage the Internet. We need visionary network operators and service providers to use the cloud, and we need network solutions that are both robust and intelligent enough to support their services.





Tomorrow's Core Router. Today.

The Cisco® CRS-3 core router. Capable of handling up to 322 Tbps and yet consume 60 percent less power per Gbps of traffic. Network positioning system (NPS). Cloud VPN. Scalable, backward compatible, and based on open standards.

Robust enough to enable every man, woman, and child in China to make a video call simultaneously. Smart enough to automatically steer users to their content in the shortest and most efficient way possible. All for the 5.6 billion mobile devices that will be demanding 6.3 exabytes of data throughput every month by 2015.

An intelligent core, that's also green.

Our Foundation. Their Future.

The boom of mobile broadband devices, Long Term Evolution (LTE), and 4G is no surprise. Global IP traffic is forecasted to reach 966 exabytes by 2015, four times more than all the IP traffic in 2010. In some markets, mobile video-based services are already the norm rather than the exception. Today, it is video conferencing and YouTube on demand; tomorrow, it will be Internet TV.

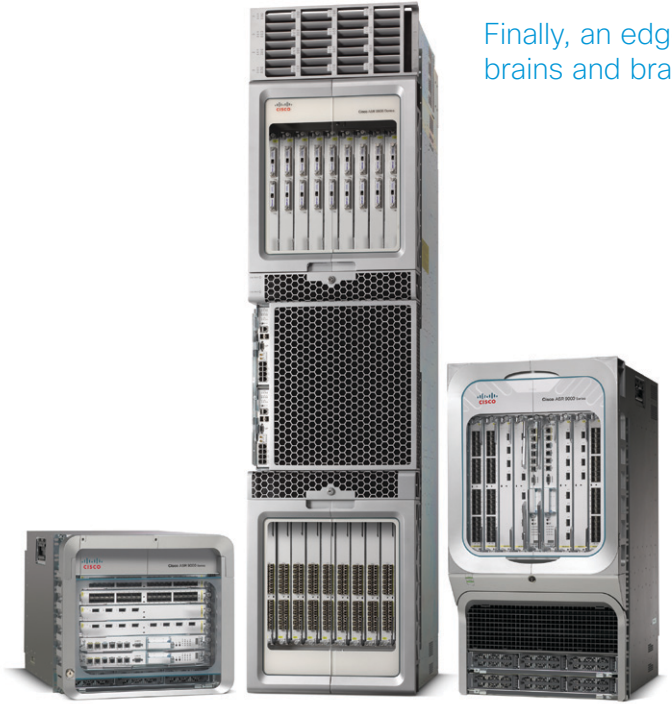
And the day after that?

The foundation we lay today will meet the bandwidth needs of tomorrow. Billions of broadband users will rely on scalable and intelligent systems at the edge to deliver the network's last mile. The future of the Internet depends upon it.

Tomorrow's Edge Router. Today.

The ASR 9000 System: designed to meet the bandwidth challenges of the future. 96 Tbps of total capacity. Cisco IOS® XR Software for continuous operation. Integrated advanced video services content delivery system. Cisco network virtualization technology.

Finally, an edge router with both brains and brawn.



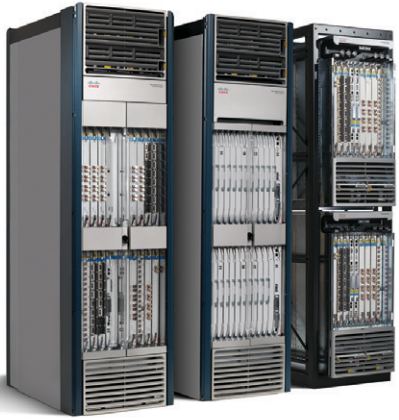
CRS-3 and ASR 9000 System: Better Together.

With the CRS-3 at the core of the network and the ASR 9000 System on its edge, operators and data centers will have all the capacity they need to serve tomorrow's Internet. Together, the pair will be able to dynamically and intelligently support the expected 17-fold growth of IP video data over the next few years and beyond.

Businesses will gain savings from video conferencing and mobile workforces. Data centers will finally be able to optimize their assets in the cloud and offer new services: infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS).

Content will flourish. Service providers will thrive. Consumers will smile. The Internet will prosper. All thanks to the network.

ASR 9000 System



CRS-3 Series

Tomorrow's Internet. Today.

Realizing tomorrow's experience at home, at work, and on the move.