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VISION



Enabling people
to live a **connected life**
that is more **personal**,
more **social**, and
more **visual**

STRATEGY



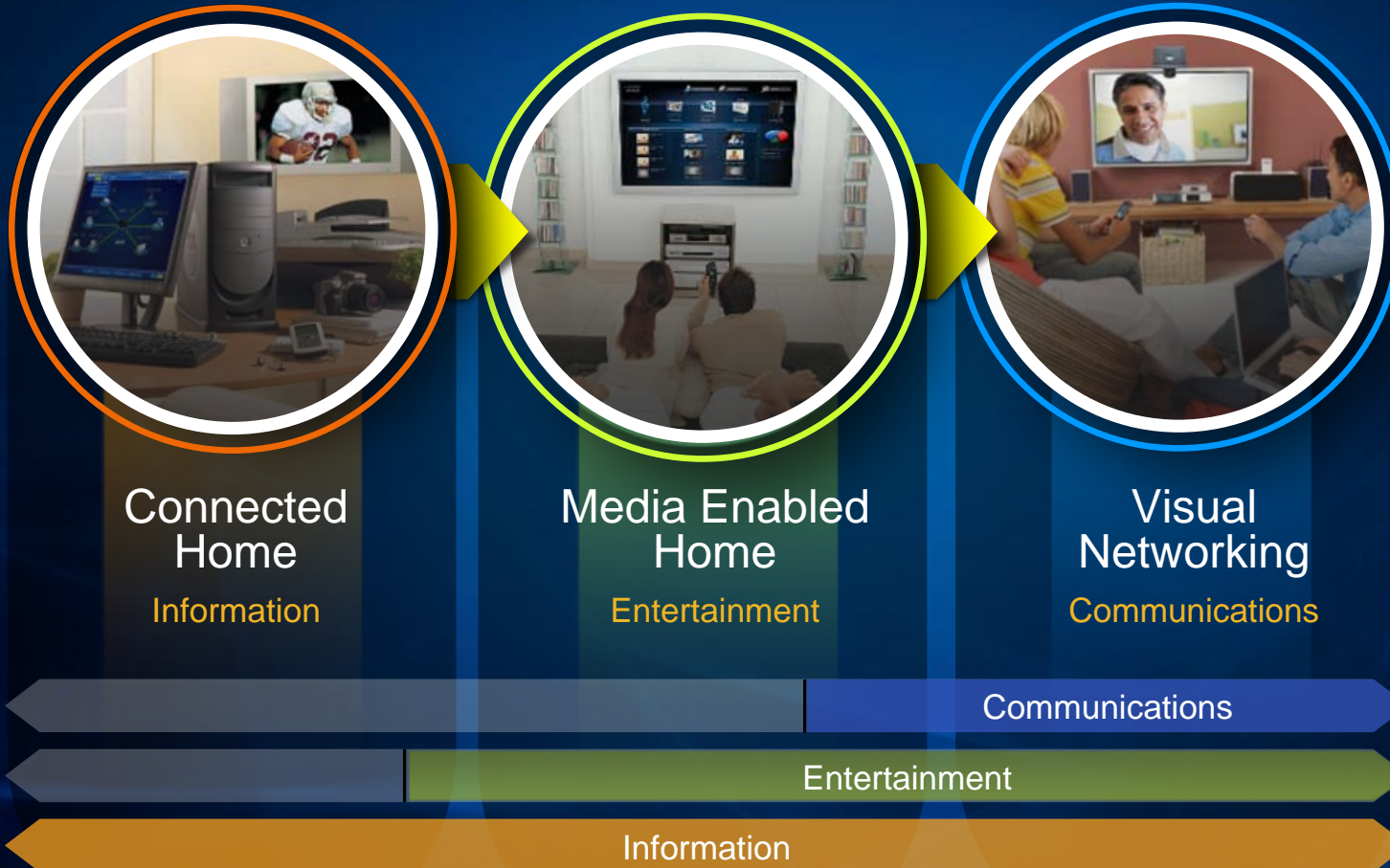
Network as the platform for easily sharing
experiences across devices, locations and
applications

EXECUTION



- Create global **go-to-market leadership**
- The network as the platform for delivering connected life experiences
- **Connected Home to Media Enabled Home to Visual Networking architecture and ecosystem**
- Strong customer mindset focused on building great consumer products, applications and experiences
- **Innovation through technology, products and business model**
- Leverage the **whole of Cisco** capabilities across product, technology, partners and channel

Capturing the Market Transitions



Network is the Platform for Life's Experiences



Consumer

**"Connected
Life"**



**Content
Provider**

**"Immersive
Experience"**



**Service
Provider**

"Any Play"



Business

**"Business
Video"**



Systems → Experiences

Visual Networking



Technology Platform

medianet

Aligned for Success in the Consumer Market

Consumer Business Group
LINKSYS[®]
(CBS)
A Division of Cisco



Service Provider Video
Technology Group
(SPVTG)
**Scientific
Atlanta**

Unified Consumer Strategy

Building the Foundation

Units Shipped (M)



CES 2009 Announcements... Execution / Proof Points

Vision Announcement

- Connected Life Technologies that deliver more visual, social, personal consumer experiences

Devices

- Linksys by Cisco Media Hub
- Linksys by Cisco Wireless Home Audio

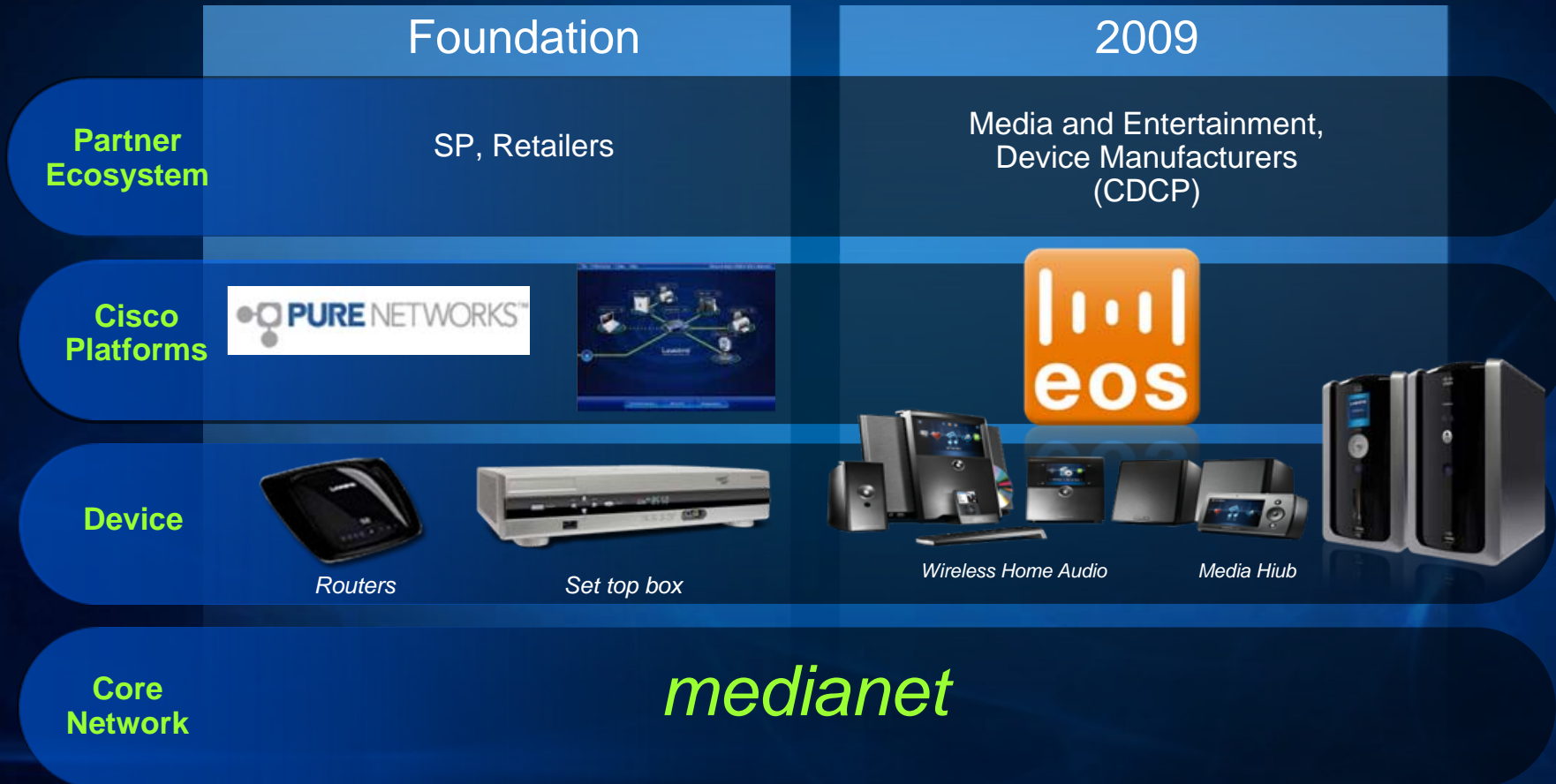
Platforms

- Cisco Eos Platform for Online Entertainment

Partner Ecosystems

- Cisco Device Connections Program
- Cisco Consumer Channel Network
- Cisco Visual Networking Index (VNI) Pulse Survey

Cisco Consumer Strategy



Linksys by Cisco **Media Hub**



- Easy to set-up and discover your digital content
- Automatically centralizes and syncs your music, photos and videos
- Rich, graphical user interface makes it easy to find and share throughout the home
- Remote access anywhere in the world



Available NOW from Amazon, Fry's Electronics,
and ShopLinksys.com starting at \$299

Linksys by Cisco **Wireless Home Audio**



- Easy access to your music, iPod and internet services (Rhapsody/audiolounge, RadioTime)
- Great audio quality, precise synchronization throughout the home
- Standards based family of products featuring touchscreen remote

Available NOW from Amazon, Fry's Electronics,
and ShopLinksys.com from \$299 to \$999



Content Owners

Fragmenting Audience
Monetization Disruption
Cost, Complexity



Online Audiences

Discovering Content
Personalizing the Experience
Interacting With,
Around the Content



Content Owners

Administration

Management

Analytics

Community



Online Audiences

Software for Connecting Communities
to the Media Content they Love.

The Network is the Platform for the Consumer Experience



Cisco Device Connections Program

Overview

- Licensing program enabling manufacturers to use the Home Network Administration Protocol (HNAP) in a variety of network connected devices
- Modeled after successful Cisco Compatible Extensions (LEAP) program



Benefits

- Easy set-up and configuration of network products
- Lightweight protocol works on wide variety of networked devices
- Access to tools and platform technologies for building consumer applications
- No licensing fees required

Consumer Frustrations

Set-Up
Complexity



Managing
Media



Discovering /
Accessing
Content



Cisco Device
Connection Program



Media Hub



Network *Magic*



Wireless Home Audio



CISCO