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**Cisco Networkers
Solutions Forum 2008**



Linksys Connected Home

**Evolution of the Digital Home Life
Style**

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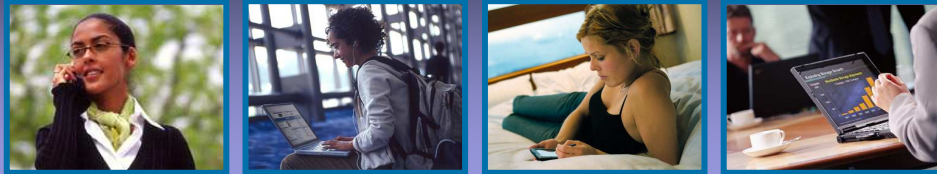
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**Evolution of the Digital Home Life
Style**

Much more than PCs are connecting to Broadband



Entertainment, communications, information on any device, anytime, anywhere



- **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



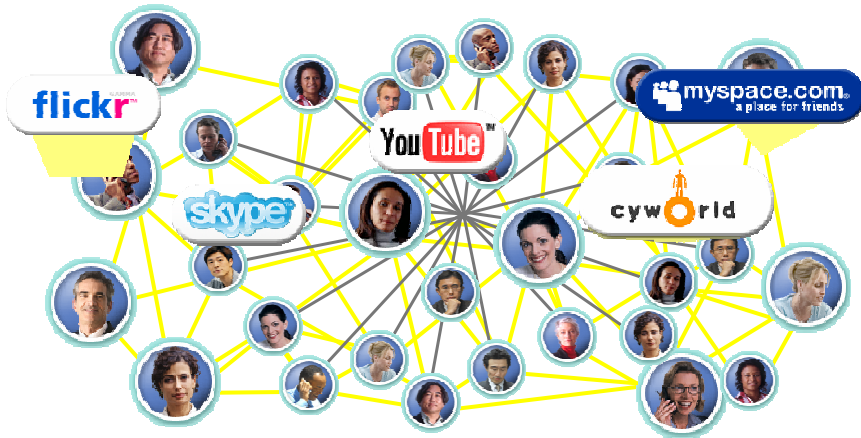
All Applications & Devices Must Be Integrated & Collaborating With Each Other to create New User Experience & the New Digital Culture



	 Video Services on TV	 Data/web-based Services	 Voice-based Services
TV	<ul style="list-style-type: none"> • Video on-demand • DVR • Enhanced navigation • Integrated search across storage media 	<ul style="list-style-type: none"> • Personalized Content on your TV • Movielink • Music on Demand • My IP TV content services 	<ul style="list-style-type: none"> • Caller ID on TV • Unified Communications on your TV • Synchronized with cell and PC
Cell Phone	<ul style="list-style-type: none"> • Control recording on DVR • Receive video clips from your DVR • Send photos or video clips to DVRs 	<ul style="list-style-type: none"> • Control what to get on cell phone • Personalized content on your cell phone • Your music and photos on your cell phone 	<ul style="list-style-type: none"> • Unified Communications on your cell • Receive voice messages fwd by PVR • Synchronized with DVR and PC
PCs	<ul style="list-style-type: none"> • Manage content on DVR • My Pictures on my TV • My Music on my TV • My Videos on my TV 	<ul style="list-style-type: none"> • Manage service preferences at home or at office 	<ul style="list-style-type: none"> • Unified Communications on your PC • Synchronized with cell and DVR



- **Consumer demands are driving tremendous industry change and opportunity**
- **Content (of all sorts) will drive the Connected Home opportunity**
- **The need to deliver more value will soon drive the need for a more integrated, more connected experience**
- **Expansion of content and greater integration will lead to new dimensions of both personalization and navigation**



Connected Home Vision

Connected Home Objectives



Share your Human Network

Enjoy Your Human Network

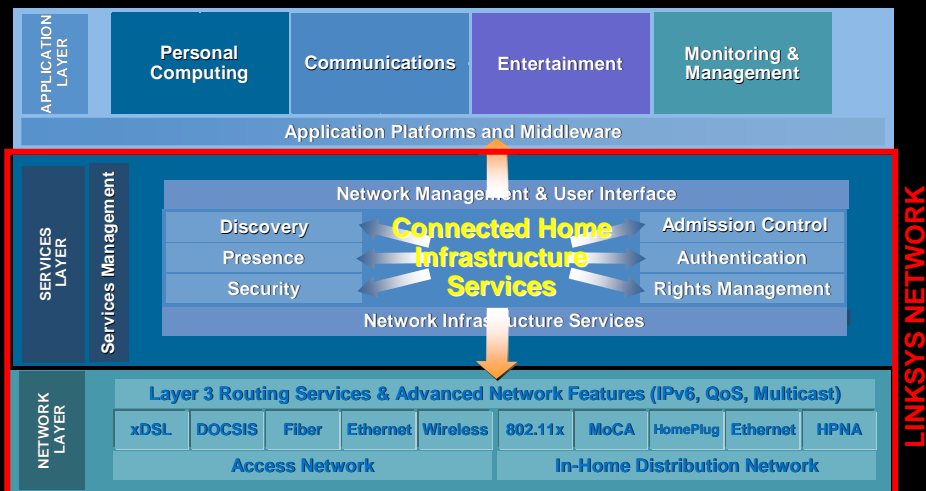
Secure your Human Network

Build your Human Network

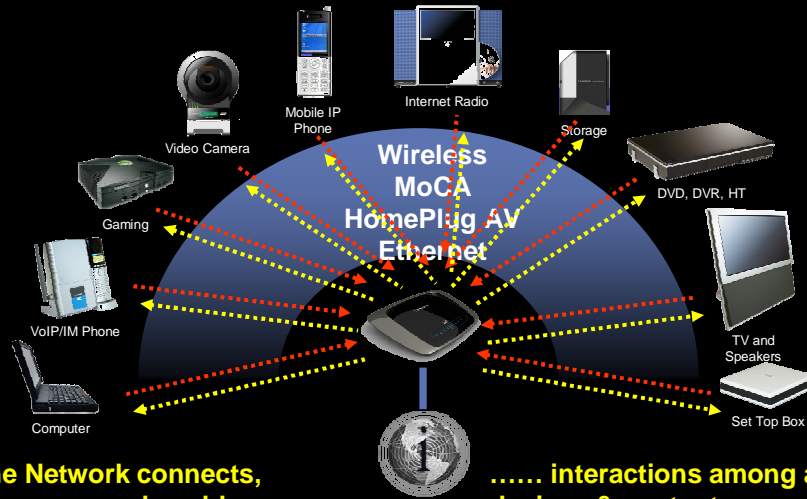
- Communicate with others, anyplace, anytime
- Share your content between people and devices
- **Sharing** builds the Human Network
- Play your videos, music and photos
- Search and Discover your Content
- Access any of your content/devices on any device anytime and anywhere
- Secure your content and your devices
- Backup and preserve your content
- Securely enable your remote access
- Connect and manage your devices
- Highest Quality of Service
- Store and organize all of your content at home and on-line

The **CONNECTED HOME** is Linksys vision for how individuals can easily use & enjoy their various **digital content, entertainment and communications** resources which are tightly integrated through an **intelligent IP-based network**, thus enabling easy, effective **interactions and collaborations** among devices and content services

Intelligence in the Network Enables Plug & Play and Easy Integration & Collaborations Among All Applications



Network is the Platform.....
.....For the Digital Home





- Internet-sharing Router and 4-port Switch, with a built in speed and range enhanced Wireless Access Point
- MIMO technology uses multiple radios to create a robust signal that travels farther and reduces dead spots
- Much faster than Wireless-G, but also works great with Wireless-G and -B devices
- Wireless signals protected by wireless encryption, and your network protected from Internet attacks by a powerful SPI firewall



- Internet-sharing Router and 4-port Gigabit Switch, with a built in speed and range enhanced Wireless Access Point
- MIMO technology uses multiple radios per band to create robust signals for maximum range and speed, with reduced dead spots
- Much faster than Wireless-G, but also works great with Wireless-G and -B devices
- Wireless signals are protected by industrial-strength encryption, and your network is protected from Internet attacks by a powerful SPI firewall

- Wireless N ADSL 2+ Gateway
- MIMO technology uses multiple radios to create a robust signal that travels up to 4 times farther and reduces dead spots
- Up to 12 times faster than Wireless-G, but also works great with Wireless-G and -B devices
- Advanced wireless security with up to 256-bit encryption, and your network protected from Internet attacks by a powerful SPI firewall



Key Features / Benefits

- Two 3.5" SATA drive bays
 - Plus two external USB ports for connecting additional storage devices.
- Includes advanced Backup Software with 1-button backup feature
- 1.5 Terabyte of Storage capacity (tested)
 - No practical limit on storage - capacity based on installed drives. Current state of the art for HD allows up to 2TB.
- Includes remote Access software (DDNS)
- Stream music or watch HD video stored on NAS200 on a Digital Media Adapter or TV
 - Built-in UPnP Media Server supports multiple HD streams
 - DLNA 1.5 Compatible
- No dedicated PC required
- Electronic House Product of the Year



Enhancements to the best-selling IP camera in the market will accelerate the growth in the Linksys Home Monitoring business

- True VGA resolution with superior low light performance
- Multiple simultaneous, multi-resolution stream capability
 - Desktop/laptop users can view streams formatted for them at the same time that mobile phone users are
- Built in microphone
- Remote access software included
 - DDNS service built in (TZO – 1 year free)
- Built in Media server so video streams can be accessed by DLNA compliant DMA (Linksys MCE DMAs use Media Center Plug-ins)
- MAC/Linux Browser support – no Active-X plug-in required



Linksys Product Segment Overview



Connected DVD Player
Upscaling DVD player
Content from LAN PCs
Content direct from Internet



Connected DVD/PVR
Upscaling DVD player
Hard drive for PVR/content
Networked content



Home Theater System
Full receiver with 5.1 amp
Surround sound speakers
Networked content



Internet Streaming
Thin client design
Content from LAN PCs
Content direct from Internet

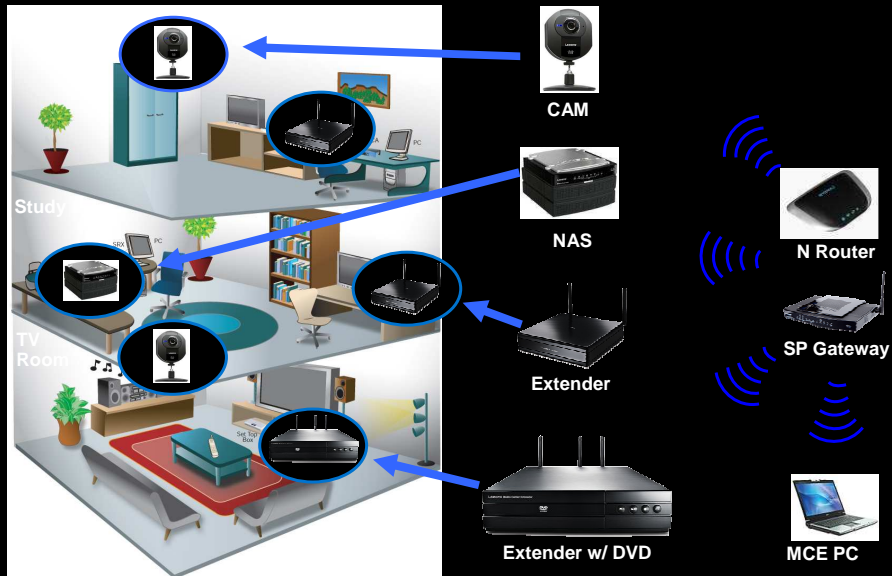


Table Radios
AM/FM, CD player
High resolution screen
Networked content



← Entry Level Mainstream Premium / High End Systems →

Delivering Connected Home Solutions “Linksys Media Center Extender”



Linksys Media Center Extender

“Bring your digital content to your TV Experience”



- Play, Pause, Record Live TV and HDTV
 - Play DVDs with 1080i Upscale DVD Player (DMA2200 only)
- Elegant, easy-to-navigate Interface to maximize the TV experience
 - Browse your music collection by cover art or create personal playlists
 - View family slide shows with while listening to music in the background
 - Choose from a vast selection of Internet Radio stations and Online services
- Rich Content and Services Ecosystem
 - More than 125 World-Wide branded services available out of the box
 - More than a 1K additional plug-ins and services available for download on the Web.
- Rich Integration with Linksys Product Line
 - Designed to provide an integrated experience with Linksys NAS, Camera, Power Line, Router products

Linksys Media Center Extender Products



DMA2200 – Integrated DVD Player

- Updated Industrial Design
- New Packaging



New MCE Remote Control

- Great design with learning capabilities, providing an integrated experience in the living room

DMA2100 - New Small Form Factor – Non-DVD SKU

- Optimized size & cost structure
- Same Platform Architecture, No Software Porting



Media Center Extenders Key Features & Benefits

Full HD with 1080p



Immersive whole home entertainment with stunning visual clarity

Dual-Band 'N' support



Optimized wireless streaming of video over 5GHz and 2.4GHz for mobility devices and data intensive applications

Microsoft Windows Media Center User Interface



Familiar look and feel with Media Center PC but on the TV

HD PVR Functionality



Ability to play, pause, and record HDTV on the Media Center Extender

* TV Tuner required for PVR functionality

Open Services Ecosystem with localized content



Provides ability for the end-user to expand functionality and premium experience with MCE defined plug-ins

Learning Remote Control



Ability to program your TV or A/V receiver to control power, volume, and mute function

Application Remoting to MCE Extender

- Third-party applications hosted in Media Center





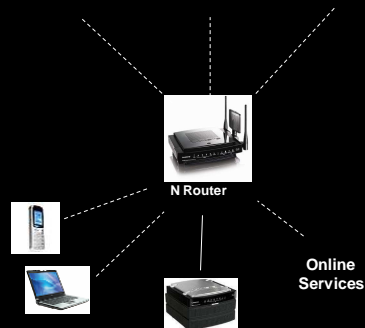
• Wireless Whole Home Audio Solution

- Internet Music Center (DMC350/40) plus "Zone Controller" and "Playback" Components
 - Connect to powered speakers or home audio system
- Plays synchronized music throughout the home
 - Proprietary algorithms keep audio in sync across rooms and zones
- Supports Single and Multi-Zone configurations
 - Allows you to play music throughout the home or just in specific rooms



• Based on Wireless N, UPnP, DLNA 1.5

- Standards based approach allows all of our devices
- Allows all of our devices to stream content throughout the home
 - e.g. PC, NAS, WiFi Mobile Phones



- 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
 - DVD players
 - Radios
 - Telephones
 - Set-top boxes
 - MP3s
 - Lighting and climate control systems
 - Video cameras
- One simple, intuitive and consistent interface
- Content can be moved effortlessly from device to device both at home and on the go

