Home Gateway Initiative Vision
A Service Provider's perspective

Home Gateway Initiative

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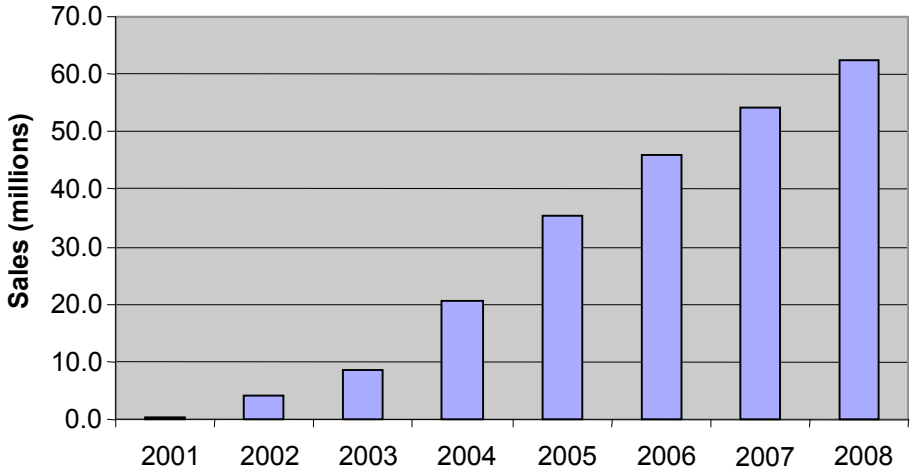
January 2006

Drivers for home networking

- WiFi enablement of the home
- More than one PC in use
- Music and Video going on line
- Future two way multimedia services

Global sales of Wifi-enabled laptops



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Drivers for home networking

- Lots of companies producing WiFi gateways
  - Growing market worldwide
  - Prices falling rapidly
  - Technology changing rapidly
- Consumer electronics companies WiFi enabling devices

SONY

Microsoft

PHILIPS

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But for the customer its all very confusing

- Its still all too complex
- No one is responsible for end to end quality assurance
  - I cannot rely on it working when I need it
- Services cannot be guaranteed
- The technology is changing rapidly
- There appears to be little standardisation

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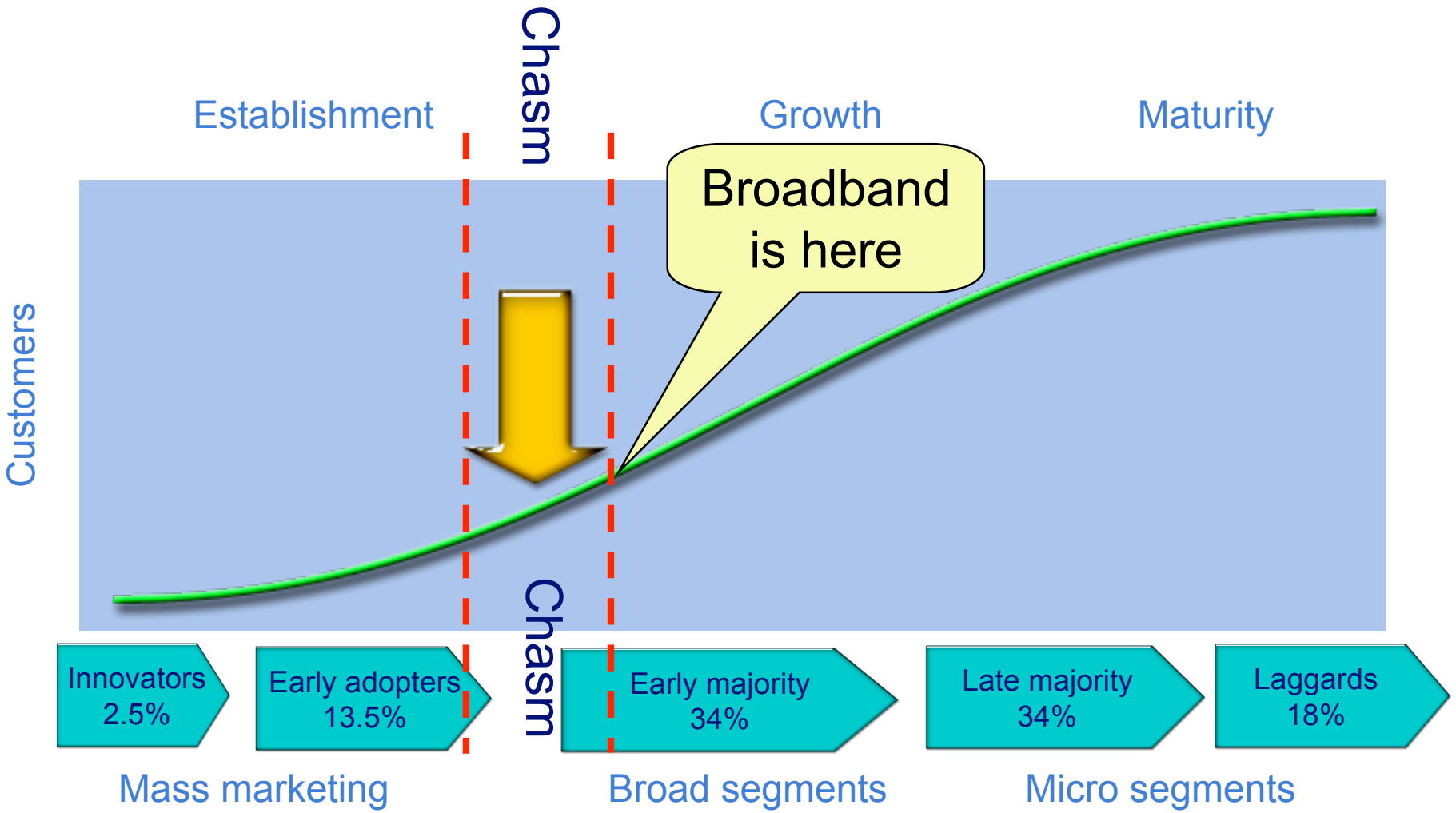
Broadband market development



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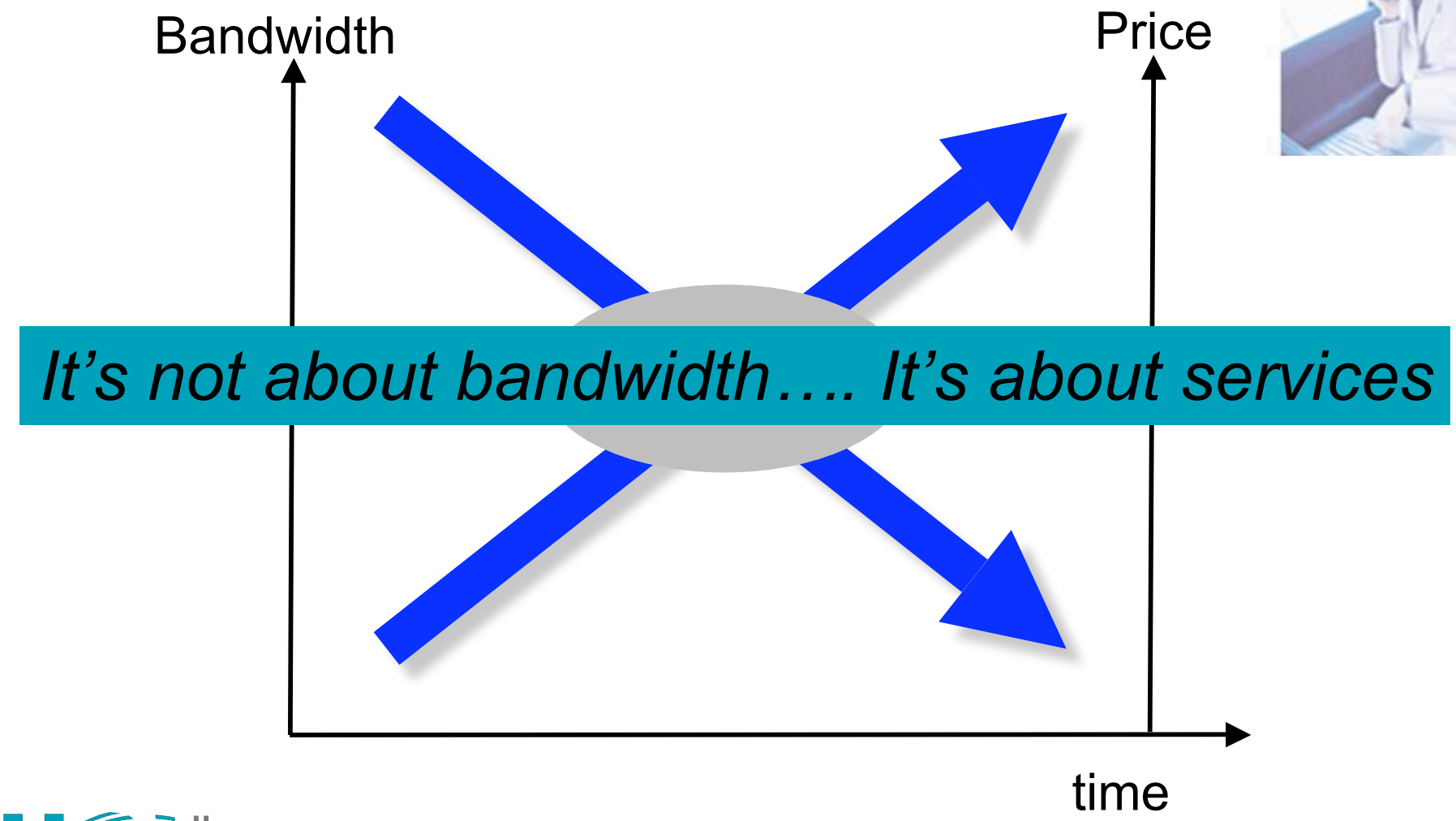
Double-infinity problem



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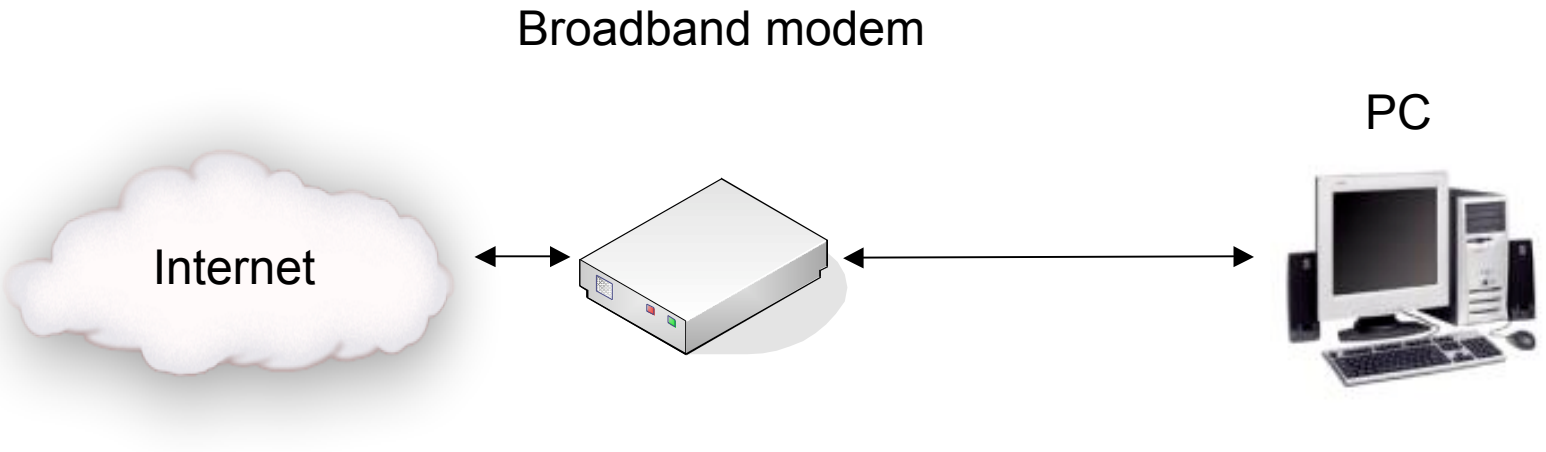
It’s not about the PC either



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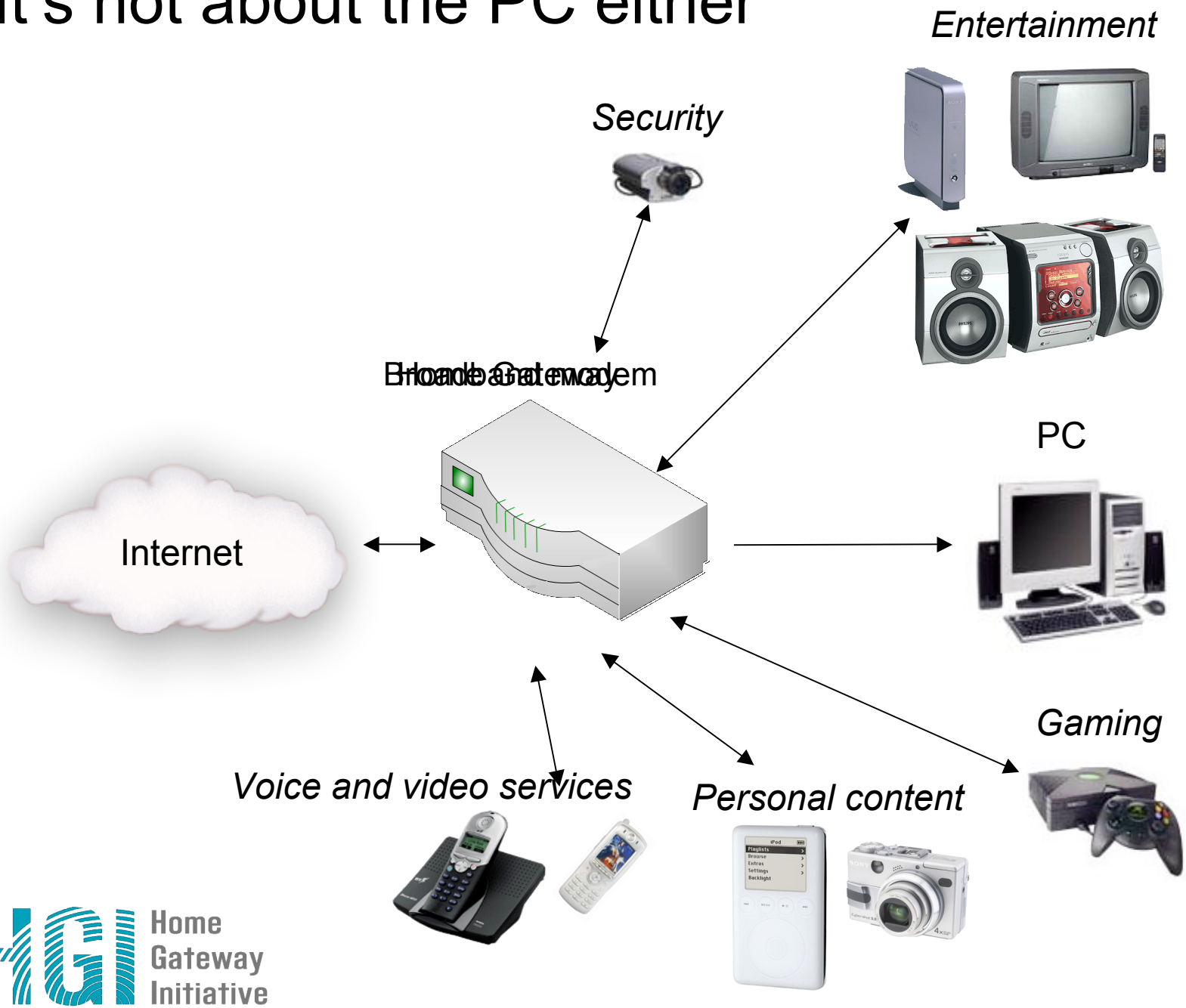

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It’s about services

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Issues for the home network

- The Home network will become increasingly complex to manage
- Customers will require:
  - a range of services…. delivered to a range of devices …. with end to end quality assurance across the network
- Home gateway manufacturers, telecommunications operators and consumer electronics companies must work together to develop common standards to enable this…
- Key areas that require standards to be agreed include:
  - Service management
  - Service performance
  - Security
- Seamless integration of many different devices and the ability to deliver managed services to these will be key to the future customer take-up of broadband services

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Addressing the issues

- HGI focuses on the following areas:
  - Architecture – ensuring the right integration of features
  - QoS – managing QoS end-to-end
  - Home networking technologies – what are the right standards
  - Remote Management – configuration, diagnosis and support
  - Device Management – identify, configure and support
  - Security –securing the Gateway, home and end devices

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What will HGI enable…..

Security

Security

Entertainment

Home Gateway

QoS control

Service integration

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PC

Device Management

End to end service delivery

Voice services

Personal content

Gaming

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A new experience for the customer

- Simplicity of set up and installation
- End to end service management
- Quality reliable services
- Support for multiple devices
- Service Integration
- Security

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For the Industry….

- Increased customer satisfaction
- Increased demand for Broadband driven by new services
  - Which span devices and networks
- Increased demand for the enabling devices
- Lower costs driven by common standards
- Support by major telecommunications operators and suppliers world wide
- A powerful voice for the customer and market

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Thank you…