Delivering Products to The Connected Home

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Getting the products into Consumers’ hands and homes

- Motorola Consumer Solutions Business
- Overview of Home Monitoring and Control
- Overview of Gateway Platform/ Product
- The Power of Brand
- Getting Product to Consumers
IP Networking Solutions

Motorola Home Networking Products
Evolution of IP Platform

*From high speed internet access to rich IP Applications*

What I Want,
When I Want It

Where I Want It

More Of It, More Control

1998

2002

2003

2004

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Key Components Of Consumer IP Strategy

• Gateway
  – Control point for the home
  – Managed device
  – Controlled environment

• Application Devices
  – Wide range of compelling devices to let consumers do more with always-on, broadband connectivity

• Services
  – Hosted on the gateway
  – Enable the consumer to get more value from the application devices
MS1000 Powers the Connected Home

- Internet
- Any Broadband Modem
- MS1000
- 802.11b & Ethernet
- USB
- Sensor network
- Home Monitoring & Control
- Instant messaging
- Photo storage & sharing with friends and family
- Shared internet access with content filter
- Audio entertainment

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Motorola Broadband’s Nirvana

Service Provider

Operator

Access Network

Motorola Gateway Management System

Server

Motorola

The Internet

any

B-band

Modem

User Access By

PC or Cell Phone

Home Network

Home Monitoring

Local Control

Music

Photos

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Managed Application Gateway Services

• Provides secure content storage & sharing for various media (audio, photo, video, etc.)

• Leverages OSGi application framework
  – **Flexibility in what is offered to consumers, by different IP service providers**

• Motorola Sunrise program attracts IP application developers and quickly integrates them on the platform

• Enables numerous device and service opportunities
  – **Providing better online services to consumers, and**
  – **Generating new revenue for service providers**
MS1000S Gateway and Home Monitoring and Control
Home Control and Monitoring System
Home Configuration

- Media Station must support the app behind a DSL modem or Cable Modem.
- Media Station must support a southbound ethernet port, DHCP, and NAT
- Currently, MS must have a routable IP for remote management purposes
- RF module speaks bidirectional command and control at ~400 MHz to all wireless components. RF module receives wireless video from cameras at 2.4GHz.
Product Distribution Options

• CE company provides products through existing retail channels
• Service providers provide gateway products direct to consumer and CE co provides nodes through retail
• Service provider provides complete packages direct to consumer and CE co provides additional nodes through retail
• Access provider role, could be as service provider or as brand partner to service provider
Consumer Solutions
Business of BCS
Leveraging The Power Of Brand

MP3, DVD, Internet, and CD in one make the dcp501 the only home entertainment system you need.
The Motorola brand – A global brand valued by consumers...

Motorola Gets A Hip Transplant
“...Who knew Motorola could be so cool?”

Motorola Brand Values & Attributes

- Intelligent
- Innovative, visionary
- Reliable, practical, dedicated
- Trusted
Shell Home Genie Service
Welcome, John!

PORT
3 March 2003 | 1:15 PM EST

ACTIVATE ALL SENSORS
MORE INFO

HALL
3 March 2003 | 1:15 PM EST

ACTUAL TEMPERATURE:
70°F

DESIRED TEMPERATURE:
70°F

STUDY LT
3 March 2003 | 1:15 PM EST

CURRENT POWER:
ON

CURRENT SCHEDULE:
Daytime

Want more control?

Purus nescue, adipiscing diam quis condimentum enim uma nec orci adipiscing quat.

LEARN MORE

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Service Offering

• Shell HomeGenie™ as the service provider and portal
• Shell acts as service integrator
• Revenue splits with the Broadband Access partners
• License fees/revenue splits with technology providers
Backup
Motorola IP Connected Home - Sunrise

• Define a software architecture (Sunrise)
  – Enables gateway based ‘connected home’ applications and devices
  – Open Architecture - Linux, Java, OSGi
  – User interface on handheld devices in the home (PDA, Cell Phone, Laptop, Web Pad)

• Develop partnerships with a number of companies who offer compelling applications and products

• Motorola APIs for partner developers
  – Standardized look and feel across applications

• Managed environment - MGMS
  – Enables a variety of service provider models
  – Provides a stable platform for dependable performance
Sunrise Architecture

- Media Station hardware includes:
  - Dedicated processor for 3rd party applications
  - Expanded memory including RAM and hard drive options
  - Additional interfaces (RS232, USB) for interconnection of peripherals and legacy devices

- Sunrise Software is standards based:
  - Java/J2ME
  - OSGi
  - Motorola API
  - Motorola platform software for system administration
  - Standardized look and feel across applications
Sunrise Business Development Model

• Sunrise Application Partner
  – Develops application(s) for gateway based services

• Sunrise Application Associate
  – Sells standalone product that could be enhanced by gateway connectivity or that could enhance the consumer’s perceived value of the gateway

• Sunrise Technology Partner
  – Core technology partners, i.e. silicon vendors

• Sunrise Content Partner
  – Content creators, providers, aggregators