Delivering Managed Broadband Services via the Home Gateway

OSGi in Action: Shell HomeGenie™

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• Consumers want to be connected: Now
  – Broadband speed and always on
• Next they want to share their broadband
• And the next wave of broadband growth comes from:
  – Applications and services, specifically to
    • entertain, connect, and inform
• Where do consumers get this from
  – All from retail?
  – Service providers?
  – In the US it is certainly a mix
Who is positioning to capitalize on this?

- **Device vendors**
  - PC, STB, DVD, consoles, networking
- **Service providers**
  - Pay-TV, broadband / ISPs, portal, MSPs, VOD
- **Software/application providers**
  - Game publishers, PC software, IPG
- **Others**
  - Content owners
  - Sales channels
Which Standards for the Home?
Which sales and delivery channel?

![Diagram showing various sales and delivery channels]

- Manufacturers
  - Traditional
    - Direct
      - Direct Response
      - Traditional Direct
  - Direct Response
  - End Customers
    - VARs & Integrators
    - VADs
    - SW & HW Corporate Resellers
    - Storefront Dealers
    - Retailers & Superstores
    - eBusiness & Catalog

Adapted from MSI Channel Research
MOTOROLA’S VISION OF THE CONNECTED HOME

Motorola’s Brand Promise

Motorola’s Connected Home Promise

Connect into the World of Intelligence

Delivers the experience of living in a dynamic personal environment – keeping people connected, informed and entertained

Connected
- Broadband Access
- Home Networking
- Networked Storage

Informed
- Home Monitoring and Control
- Instant Messaging
- Asset Tracking
- Voice Communication

Entertained
- Video Access/Displays
- Audio/Music Applications
- Media Storage and Distribution
- Interactive Video

Experience Platforms Supporting Our Promise
Key Components of Connected Home

- **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

- **Applications and Services**
  - Hosted on the gateway
  - Enable the consumer to get more value from the application devices
MS1000 Managed Application Gateway

• **Hardware**
  – 2 10/100 Ethernet ports (1 WAN, 1 LAN)
  – USB host (2)
  – Optional hard drive
  – Optional WiFi via PC Card slot
  – Internal PCI slot for application specific hardware
  – Powerful MIPS CPU

• **Software**
  – Motorola’s HomeJuix™, OSGi, Embedded Linux & Java
  – NAT, DHCP client and server, PPPOE
  – USB Drivers for Motorola Cable Modem and DSL Modem
  – 802.11a,b,g Access Point code
  – Motorola Gateway Management System (MGMS) can monitor gateway vitals, manage SW downloads, etc

• **Application bundles**
  – Home control
  – UPnP A/V server
HOME MONITORING AND CONTROL

Solutions that enable access, control and monitoring of the home from anywhere

- Home portal
- Internet
- Gateway manages in-home devices and communicates to portal
- Home network
- Monitor doors
- Receive notifications from and access to the home from anywhere on the Internet
- View front door camera on TV
- Control and schedule HVAC systems
- Control appliances
MUSIC MANAGEMENT EXPERIENCE

Solutions that tie together acquisition, storage, playback and synchronization

Buy/rent and stream music online
(Rhapsody.net, Napster.com,
Buymusic.com, Apple.com)

Synchronize to automobile

Internet
Store on gateway
Home network

Buy music, pull from home storage

Listen via media adapter or connected stereo

Store on PC
Rip/burn CDs

Listen via media adapter or connected stereo

Browse and listen from TV
Pull from storage via TV or STB

ENTERTAINMEMOMOTO
Retail Channel

Knowledge = Sales
(True even if price is not terribly high)

Devices Are Required

Key Features
- Reliable
- No New Wires
- Plug and Play
- < 5 Min Installation (30 sec ideal)
- Easy things should be easy
  - Hard things should be possible

Requires a great OOBE
Services Channel

- Usually delivered through a Network Operator
- One size does NOT fit all
- Packaged turnkey (mostly) solutions
- Let an expert do the work

Devices Are Required

Key Features
- Differentiation
- Reliable
- New wires can be ok
- Plug and Play
- < 5 Min Installation (30 sec ideal)
- Easy things should be easy
  - Hard things should be possible

Educate, Educate, Educate

Installer/Integrator
Hybrid Reality

Devices Are Required

Key Features
- Differentiation
- Reliable
- Wireless is preferred
- Plug and Play
- < 5 Min Installation (30 sec ideal)
- Easy things should be easy
  - Hard things should be possible

Knowledge = Sales
(True even if price is not terribly high)

Educate, Educate, Educate

Installer/Integrator

Service Providers
The HomeGenie™ Service

- Motorola Managed Gateway selected as the heart of

- HomeGenie™ is initially focused on home comfort and home management
- Over time, new features can be added to HomeGenie™
- Launched in April 2004
- This service makes broadband more universally appealing
The HomeGenie™ Service
Making the Connected Home a Reality

- Large number of homes with devices that need to get connected
- Market education and awareness
  - Making it easy to get the right stuff
- Products with relevant value proposition
  - Reliability issues resolved
  - Making it simple to install and configure
  - Making it safe
- Content owners, content deliverers, and HW manufacturers getting together on DRM
- An educated channel focused on service and support
Thank You