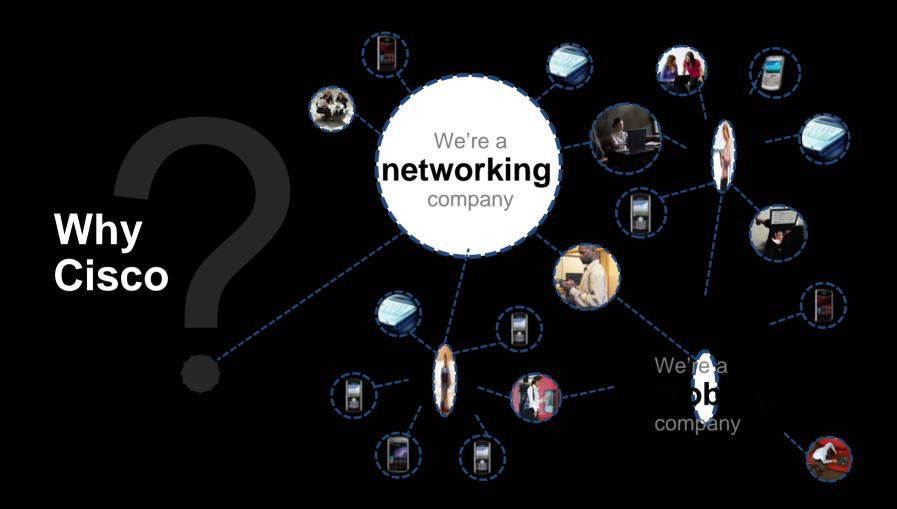
Emerging Trends in Mobility

Chris Chamberlin
Director of Mobility Product Management
Unified Communications Business Unit



Agenda 1. Cisco's Relevance 2. Today's Technologies 3. Market Transitions 4. Demonstration 5. What to Expect...

Cisco's Relevance?





Mobile Calls Anchored in the Network







Mobile Devices as Extensions of the Enterprise Network



Cisco Unified Wireless IP Phones



Dual-Mode Smartphones

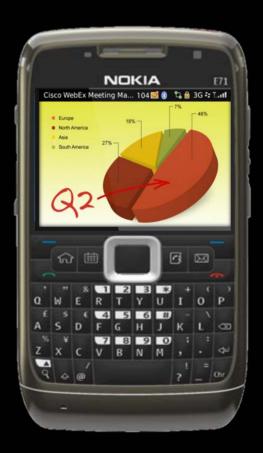


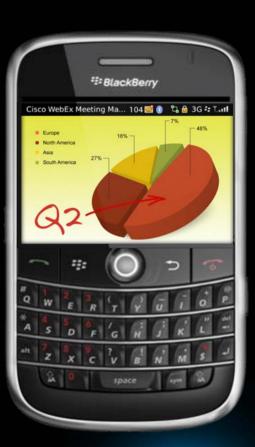
Cisco Unified Mobile Communicator



Collaboration as a Network Service for Mobile Devices









Market Transitions becoming more Visible In The Last 6-12 Months

Device Capability/Utility

Personal/Work Crossover - iPhone

Virtualization/Thin Clients

Driven by support costs and green initiatives

Cloud Computing / Based Services

Data Center Virtualization

Mobile Operator Market Expansion

How to add value...

Geographies Shifting

US, Japan -> China, India

Device Proliferation

Palm's Pre, Android acceleration

Netbooks and Mid Device Entries

Atom processor is exceeding expectations

Person to Device Ratio

How many devices can one manage at a time?

Desktop Phone/ PBX Displacemen

2011 Gartner cross over prediction









Collaborating During The "Work Day"

ТО

Collaborating When You Need To



DEMONSTRATION

What to Expect...

- One Device with Many Purposes
- Leveraging of Native Interfaces
- User Experience key to Adoption
- Applications Variety will Differentiate
- Services Based Infrastructure
- Ecosystem Collaboration





