



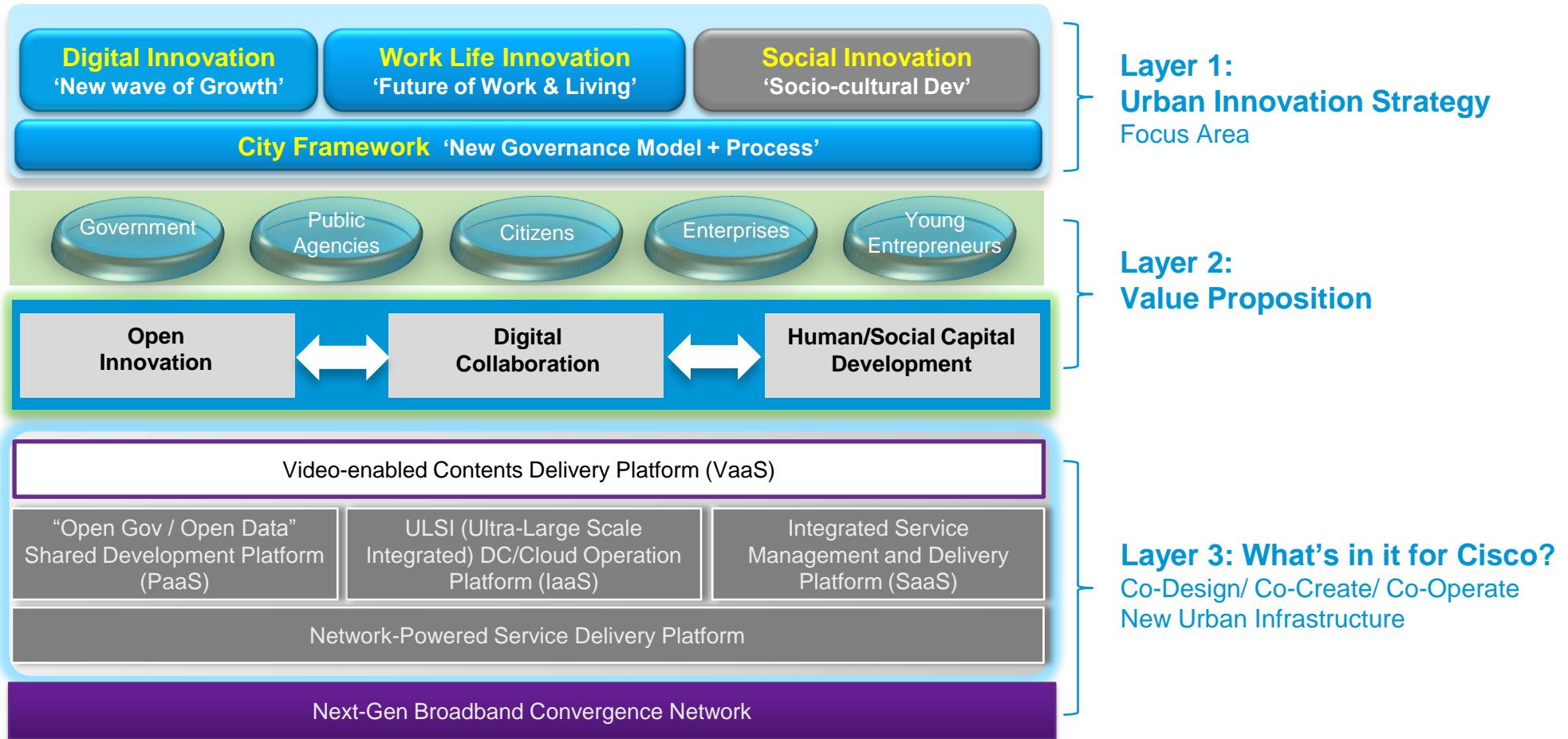
Potential Collaboration on Future of Home

Tony Kim
Director, Urban Innovation

Internet Business Solutions Group

Cisco
24 April 2012

What IBSG Urban Innovation team is doing



Future of Home, Platform Play Momentum

■ Rethink and Redesign Value Chain for New Market Creation

- Business and Technology Architecture for Disruptive Innovation
- Future of Home: 1)Built-in Demands for new homes, 2)Retrofit for existing homes
- Smart Phone/Tablet as an IRC(Integrated Remote Controller)
- Cloud-enabled Smart Work Life Services: 1)myHomeCloud (Public Personal Cloud), 2)Integration Home Services Cloud (Private)

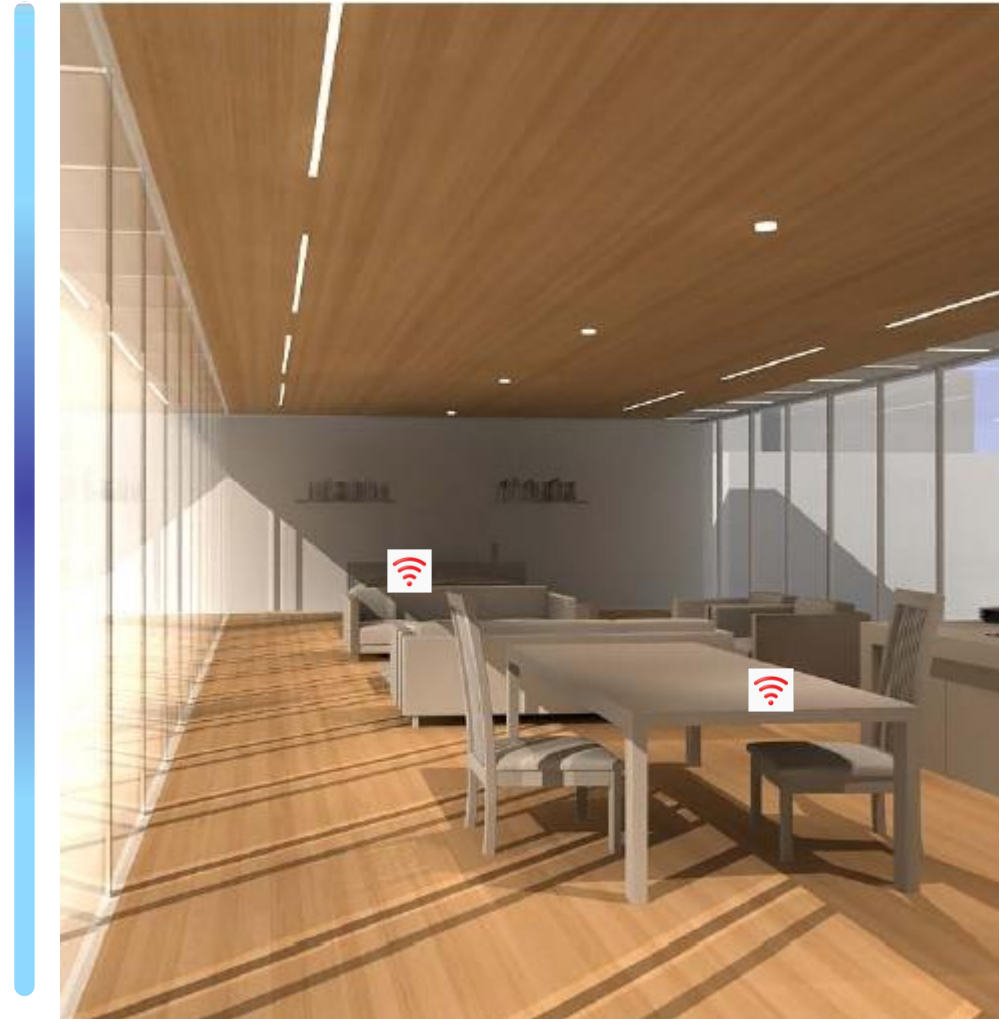
■ Co-create and Co-Operate New Ecosystem for Open Innovation

- Cloud-based Platform Play: HAAS (Home as a Services)
- Cross-functional smart work life applications: 1)Embedded to Innovative Furniture, 2)Mobile Apps for Multi-Screen services
- Leveraging Big Data by well structured tagging from input stage
- Large-scale Urban Services Cloud: Public-Private-People partnered Urban Integrated Operation Center

Home Integration as 'Future of Living'

"Smart Living Space as a Smart Work Life node"

- Smart Furniture and Light
- Personalized Virtual Home: control using mobile app
- Unified Home Communication

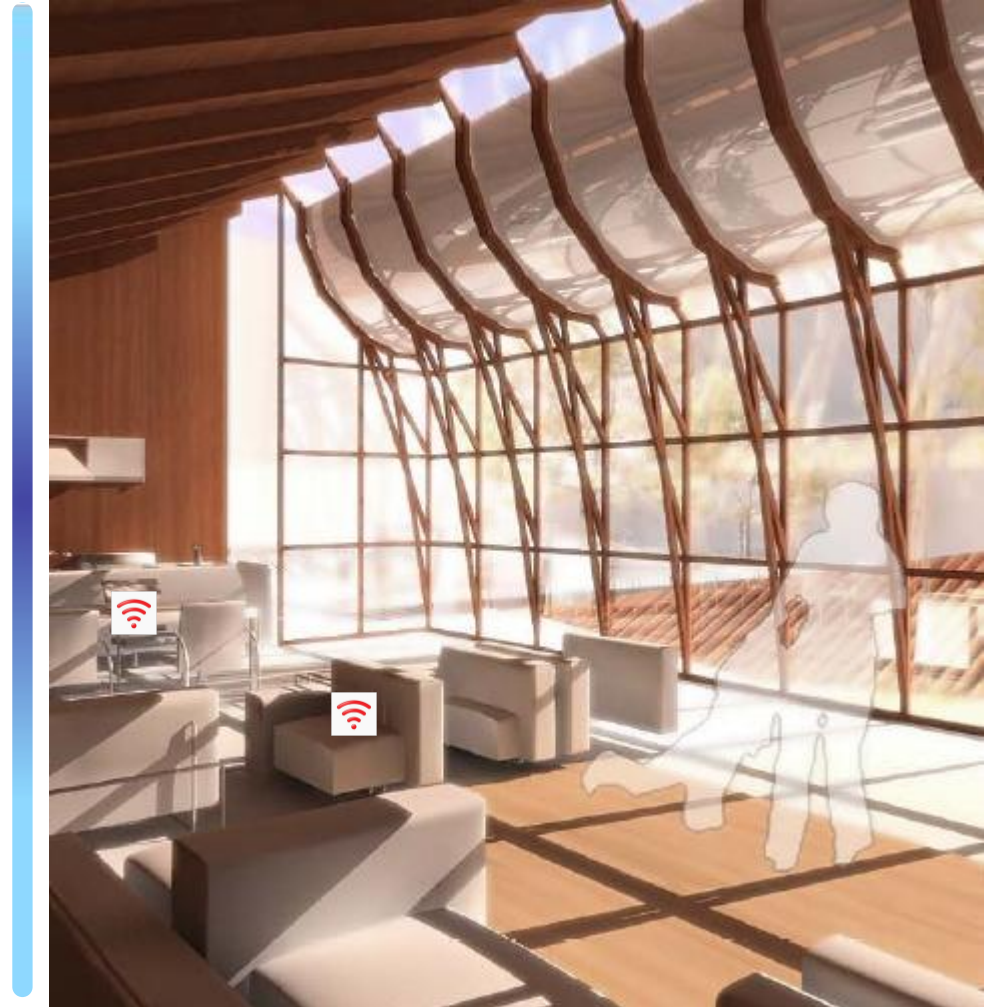


Source: Cisco S+CC, adapted from MIT Mobile Experience Lab 2010

Home Integration as 'Future of Living'

"Smart Living Space as a Smart Learning Node"

- Interactive Table
- Renewable Energy Toys
- Community + Connect



Source: Cisco S+CC, adapted from MIT Mobile Experience Lab 2010

Home Integration as 'Future of Living'

"Smart Kitchen as a Home Open Market"

- Interactive Food Information Display
- Market + Connect (Direct Local Market and/or Retailers)
- Self-Grower Kit



Source: Cisco eco-partner 2011, adapted from MIT Mobile Experience Lab 2010

Home Integration as 'Future of Living'

"Intelligent Supporting Shell"

- **Dynamic Window**
- **Connected Wall (Digital Hub for Home Integration, Wall-embedded)**

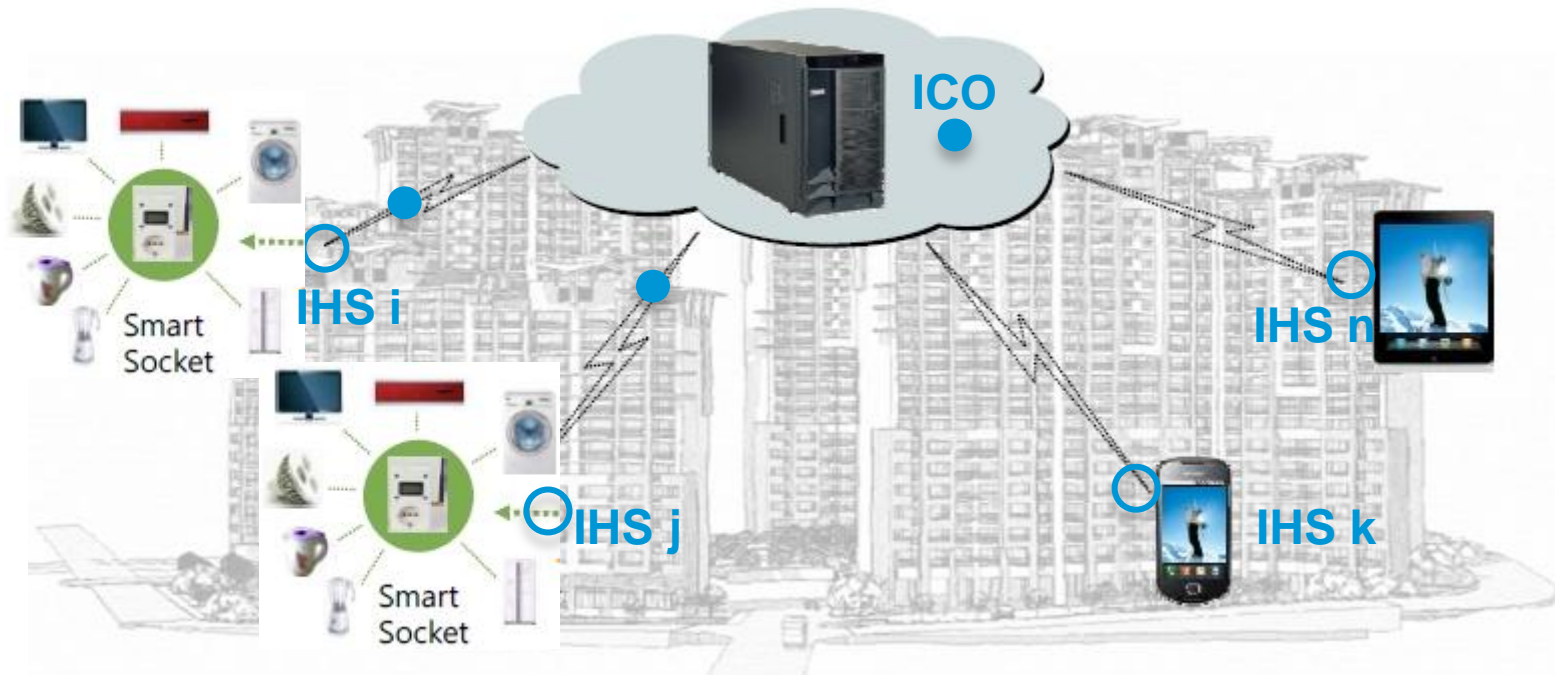


Source: adapted from MIT Mobile Experience Lab 2010

Home Integration as 'Future of Living'

"myWorkLifeCloud"

- Personal Cloud Assistant + myHomeCloud + Work Life Contents
- Intelligent Management Cloud (IMC)



ICO: Intelligent Control Objects located at IMC

IHS: Intelligent Home Shell placed at building or Home

Value Proposition for Collaboration

Co-DESIGN

Business & Tech
Architecture



Home ↔ Urban Spaces,
Two-way seamless
integrated design approach

Co-CREATE

Network-powered
Rich Ecosystem



Enable New Ecosystem
through network-powered
Open Innovation Platform

Co-OPERATE

Video-enabled Cloud
Services



Deliver People-Centric
Cloud services,
Co-operate for Economic
Development

Thank you.

