

MIMO Technology: The Reliable Wireless Digital Home Network is Here Now

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MIMO Enhanced Wi-Fi for Home Multimedia Networks



Kitchen

Home Theater and Set Top Box



Bedroom



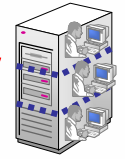
Home Office



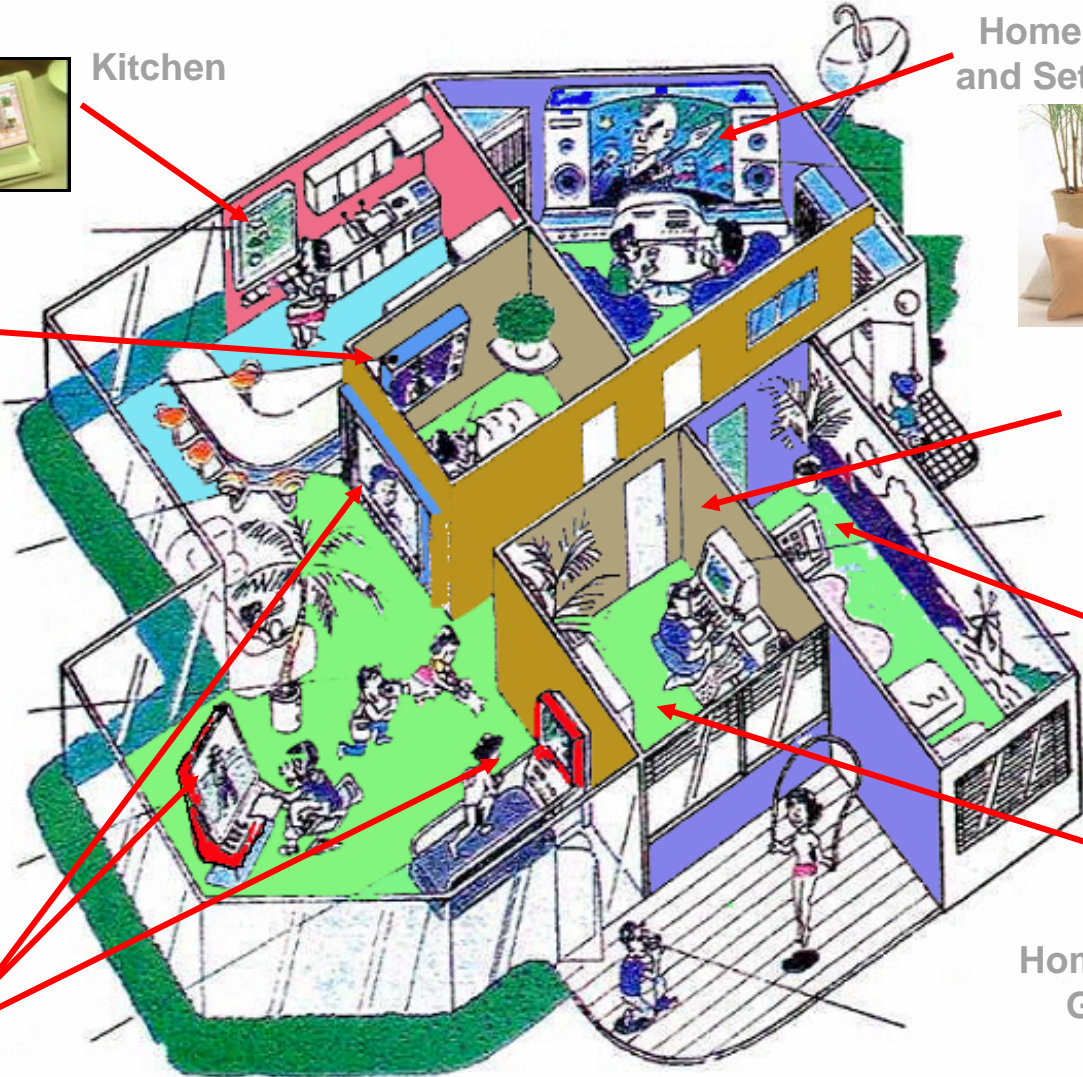
Children's Room



Home Service Gateway



Living Room – TV Displays and Gaming





The Defining Question: What Technology To Use For The Digital Home?

The emergence of a single digital home network is the most important event in the coming decade for four important markets

- ▶ The consumer electronics and home networking market
- ▶ The consumer video media service market
- ▶ The consumer broadband access market
- ▶ The on demand internet media service market

There are four technologies vying to solve the home networking problem

- ▶ Wireless
- ▶ HomePlug
- ▶ HomePNA
- ▶ MoCA

Wireless is the hands-down favorite once there is a technology that has the coverage, speed and reliability consumers need for video, music, voice and networking

The Need for Wireless that Always Works

In the past 10 years wireless has become central to our lifestyle

- ▶ Wi-Fi for home and office
- ▶ Cellular phones
- ▶ Mobile email devices

Consumers must have wireless, but they don't enjoy the wireless they have

- ▶ Dropped calls in cell phones
- ▶ Wi-Fi that only works in some rooms and is too slow
- ▶ Email that can't include large attachments

Consumers have become accustomed to wireless that is “barely acceptable”

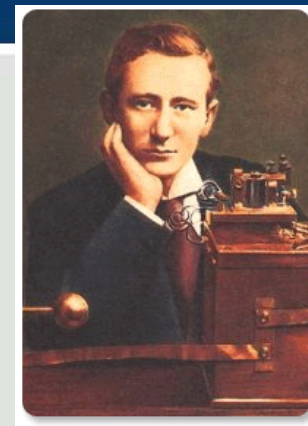
MIMO technology changes all of this - consumers now can have wireless that “always works” so they can “forget about it and just connect”



From Marconi to MIMO

The new concept completely reversed 100 years of thinking

- ▶ In 1896 Guglielmo Marconi transmits a radio signal from behind a hill
- ▶ For the next 100 years experts view multi-path, reflections of a radio signal, as a severe hindrance in wireless



Introducing MIMO

- ▶ The technology behind the revolution
- ▶ Using multi-path to *improve* radio transmission performance

**MIMO removes the limits and frustrations of wireless
freeing people to work and play when, where and how they choose**



What MIMO Means For Wireless Consumers



MIMO technology simultaneously

- ▶ Multiplies coverage area – extends reach
- ▶ Multiplies data speed – extends applications
- ▶ Multiplies reliability – eliminates hassles



Coverage

This new wireless performance frontier allows consumers to do more with their wireless over longer distances

- ▶ Whole home coverage
- ▶ High quality multimedia streaming
- ▶ No more cables; no more Ethernet



Speed

People can simplify their home networking and entertainment systems

- ▶ Wireless you can trust
- ▶ Wireless that always works for everything



Reliability



A Brighter Wireless Future is Here

In 2004 MIMO chipset technology was inserted into the Wi-Fi consumer market

- ▶ Over one million chips shipped within 8 weeks of the first retail product availability

This event has forever changed for the better what consumers and businesses will do with wireless networking

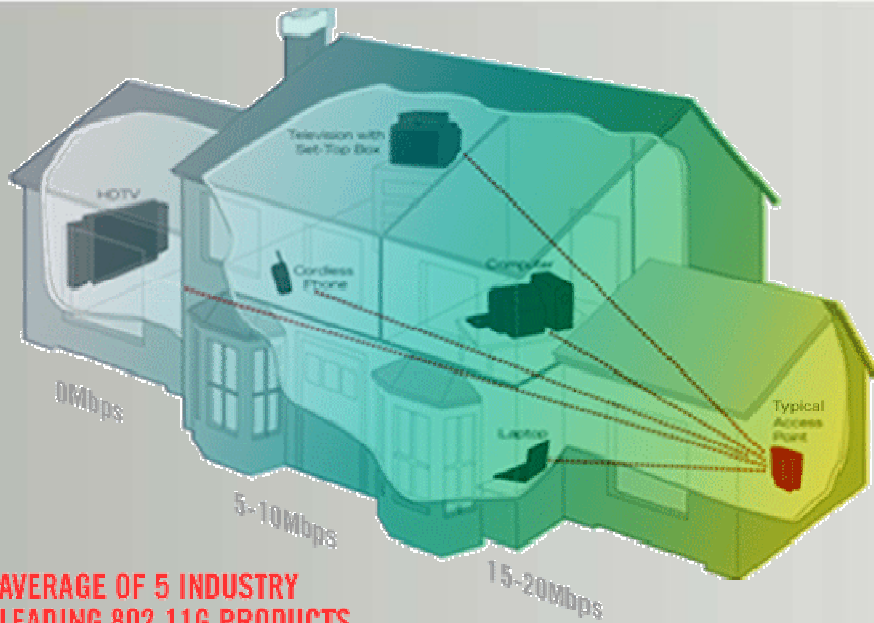
- ▶ There will be no practical limit to what MIMO-Enhanced Wi-Fi can do in home networks
- ▶ There will be no practical need for Ethernet by 3Q 2005

The entire Wi-Fi industry is now converging on a new interoperability standard based on MIMO technology - the new mainstream in late 2005

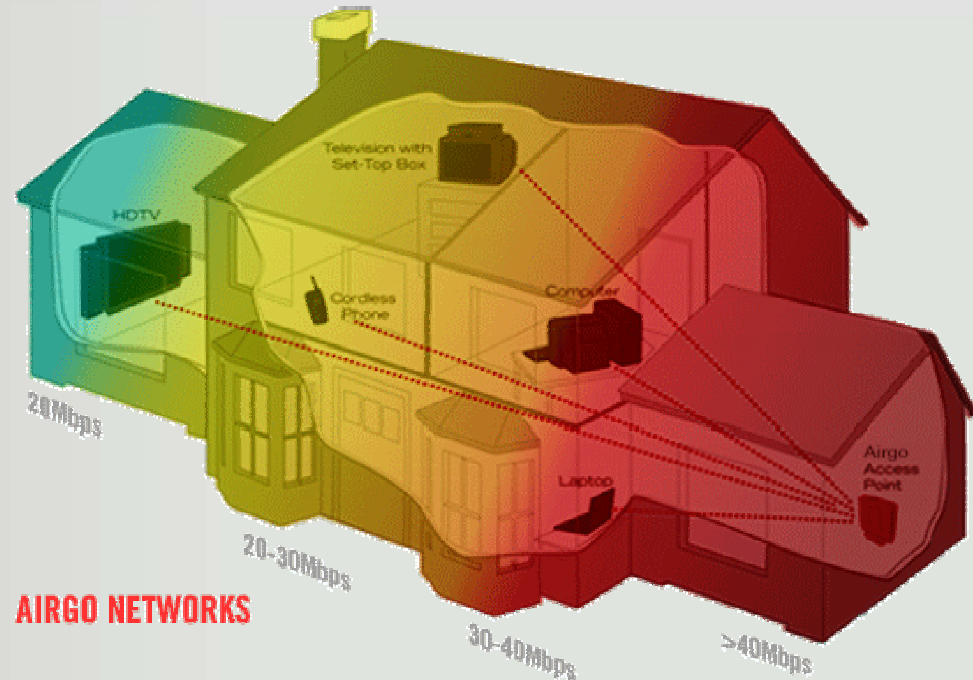
- ▶ Both important 802.11n proposals are virtually identical with MIMO OFDM as the key ingredient
- ▶ The cellular industry will deploy a 4G MIMO standard within 4 years

There is no “battle” over 802.11n – both leading proposals have essentially the exact same technology that has already been proven in the market

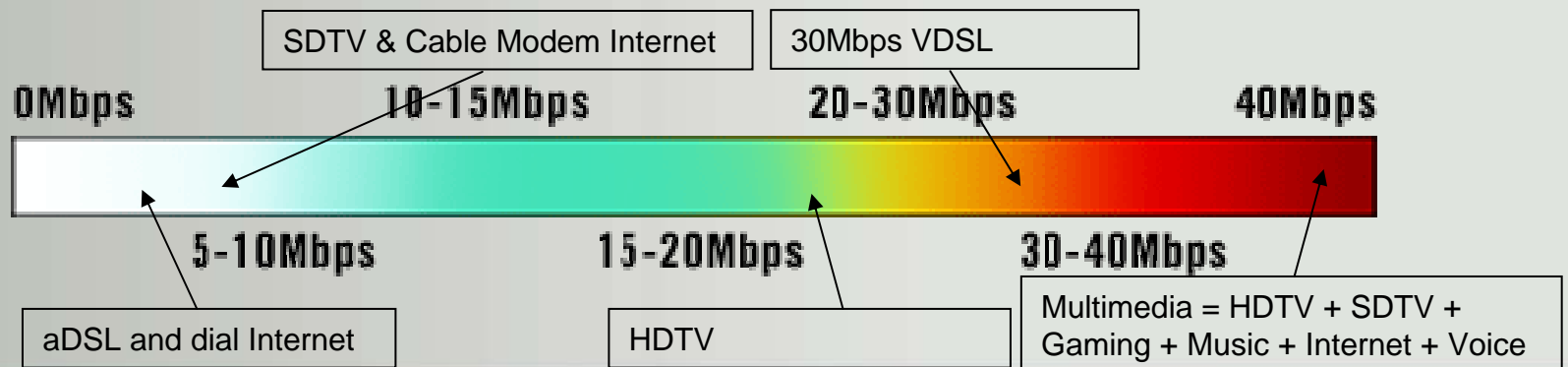
Test Summary of Reliable Coverage



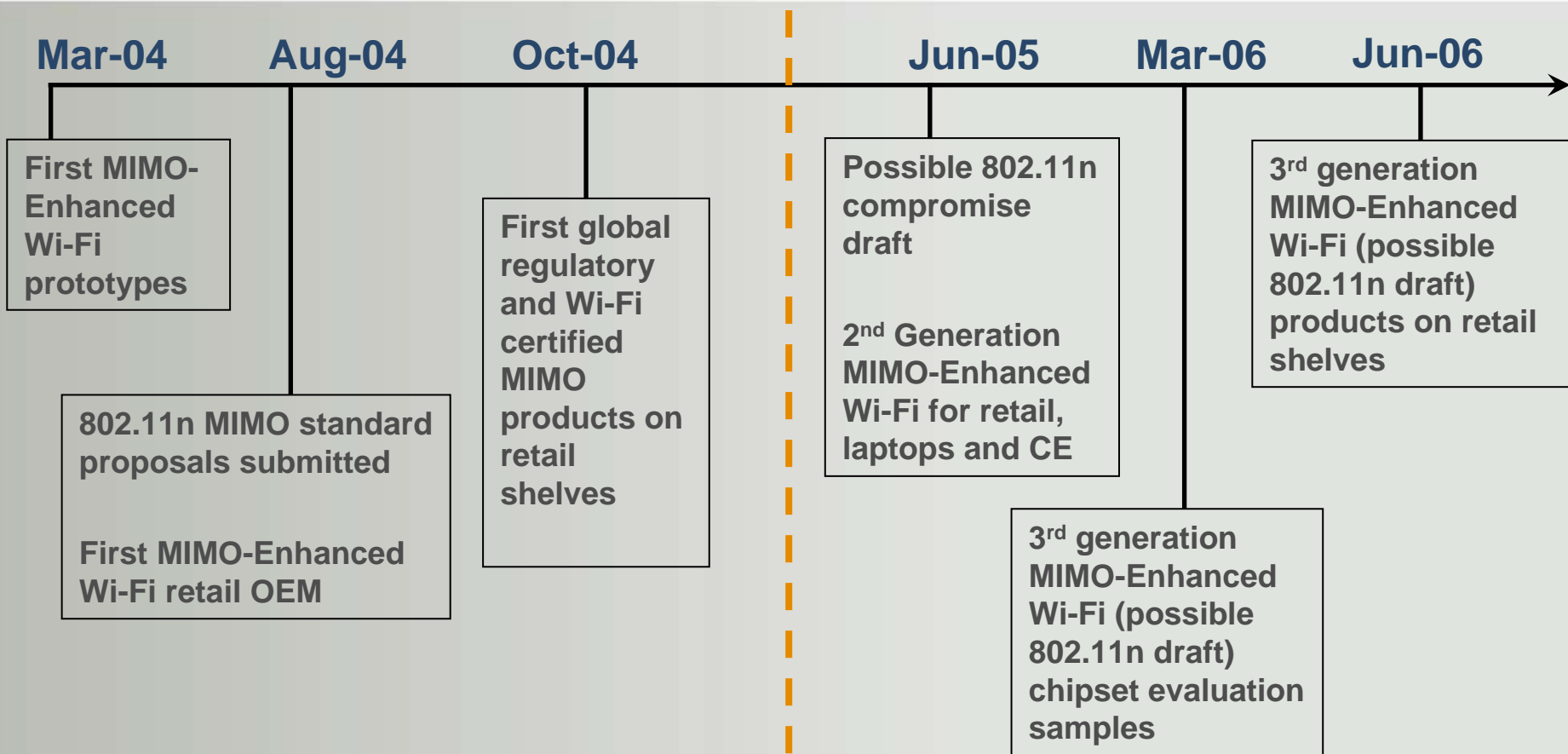
AVERAGE OF 5 INDUSTRY LEADING 802.11G PRODUCTS



AIRGO NETWORKS



MIMO Technology Timeline



Today: MIMO Enhanced Wi-Fi a/b/g

Tomorrow: MIMO as 802.11n for Wi-Fi

What the Press is Saying

TECHNOLOGY ADVICE YOU CAN TRUST

PC WORLD

“Dramatically improves range -- even for 802.11b and 802.11g gear.”

Forbes

“Clear, unbroken wireless Internet access over a large area, and fast as all get-out.”



“It blows its predecessors out of the water.”

HOME Theater

“Far better than my expectations of any Wi-Fi gear thus far.”



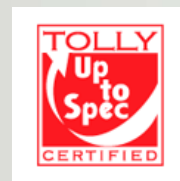
“... impressed with the speed and range benefits of MIMO technology.”

BusinessWeek

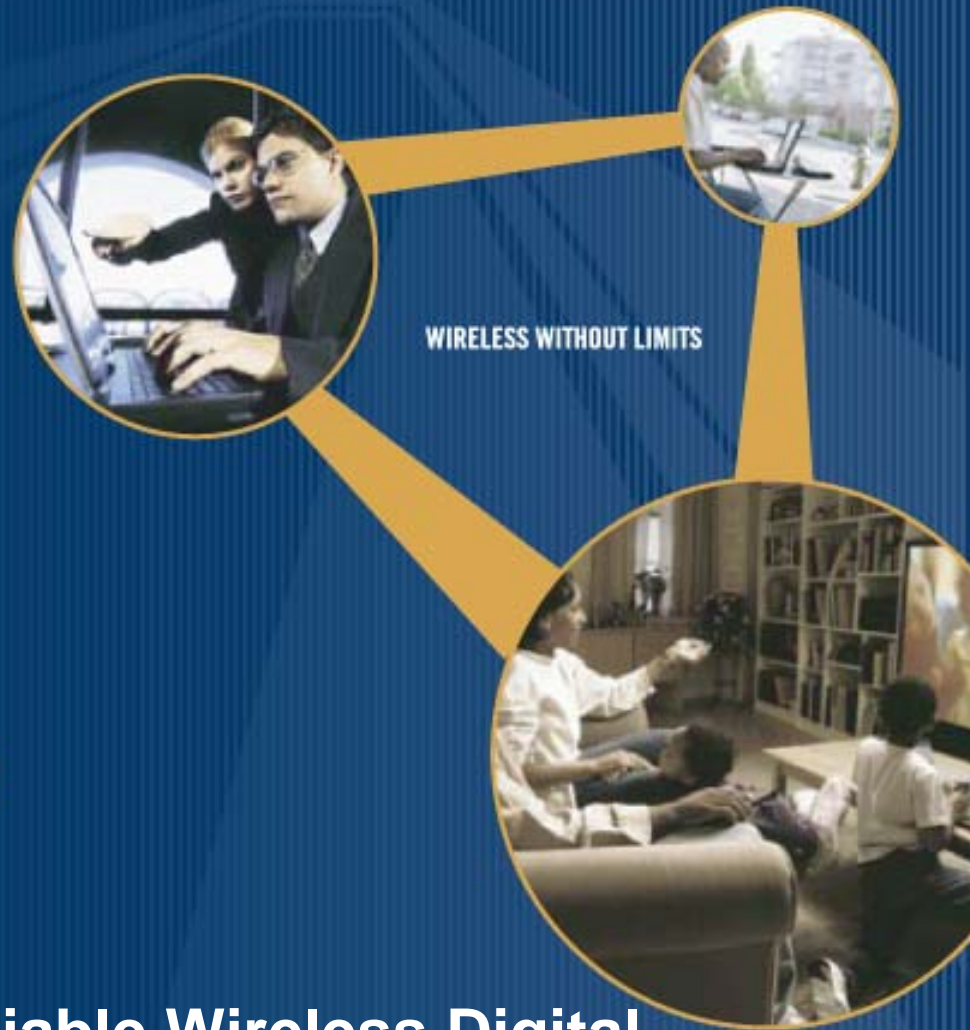
“I was able to surf the Web from a laptop across the street and slightly down the block...”



“Phenomenal performance...the clear throughput vs. range winner in my testing. It's real. It works. And it will simply amaze you.”



“Six times greater effective throughput than competitive devices tested”



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