

# **IPv6 in the US: New Consumer Products and Services**

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**January, 2007**

# Overview

- The New Internet (IPv6)
- IPv6 Applications and Business Areas
- Demonstrations and Tests
- Summary



# New Internet (IPv6) Features

- Huge number of addresses means every person and device can have its own address
  - No “middle men,” SECURE end-to-end service System-Wide
  - Online, connected products – millions
- Built in, always-on security
- Seamless mobile service
- QoS, Flow, Multicast, etc.
  - Save \$\$ on TV-over-Video
  - IPTV with MUCH better quality
  - Superior VoIP, secure data
  - Quadruple Play
- New Applications and Business Models
  - Location-based gaming
  - Just-In-Time Learning
  - RFID tracking for security, supply chain & customer relations management



# New Internet Status

- Available in limited areas in the US (dep. on ISPs)
  - Mandated by Department of Defense, Fed. Government
- Widely available in Japan, Korea, Europe
- Dozens of consumer products available
  - Video cameras, cell phones, home routers & servers
- Supported by consumer operating systems  
(XPv2 and Vista, OSX, Linux)
- Status is similar to introduction of digital cell phones
  - Analog more widely available, but its end is foreseeable
  - Dual-capable equipment for near future

# IPv6 Applications: Accelerators

- **Widespread growth of Broadband**
  - E.g., Korea has 75%
- **Increasing Urban Wireless Broadband**
  - WiFi, WiBro/WiMax
  - Survival Strategy for US ISPs (denied access to homes by Telcos)
- **Microsoft VISTA 1Q07**
  - Many features only with IPv6!
- **Military demand for interoperable communications**
  - Army, Air Force, Navy, Special Forces – IPv6 required in large New Requests for Proposal
  - Mandated by MoDs of US, Germany, France, Australia, etc.
- **Crisis Response and Anti-Terrorism Forces Communications**
  - Katrina, 9/11 show need for IP-based communications for first responders, medical and other support

# IPv6 Business Opportunities: Short Term

- **Triple Play/Quadruple Play**
  - Telcos & cable want to offer video, voice, data, wireless over IP
- **M-Commerce**
  - Event & other sales, content delivery via online cell phones
- **Education**
  - E-Learning with rich content delivery
  - Huge markets for corporate, academic
  - E.g., Greece: All schools getting IPv6 BB (Broadband)
- **VoIP**
  - Security, QoS (Quality of Service) needs IPv6
  - E.g., European Air Control: only with VoIPv6!
  - Markets: Home, business, cell-phones
- **IT Business Support: Product Sales**
  - Sales of network h/w and s/w with dual capability, training & testing

# IPv6 Business Opportunities:

## Mid term

- **IPTV (Television-over-Internet)**
  - For home TV screens, not just PCs
  - Huge Global Market (est. \$30B in 2010)
  - Much Higher Quality, Lower Cost via IPv6
- **Videogames**
  - Huge market (>\$25B 2006, >10% growth)
  - Downloads of new, upgrades (savings via multicast)
  - New types of games (P2P, Location Based Gaming)
- **Advanced Education**
  - Virtual Classrooms
  - High Resolution 3D content delivery
  - Huge market for schools (esp. science, math, history)
  - Adult education (including re-training)

# The Next IPv6 Event

- **US IPv6 Summit (March 27-28)**
  - Hyatt Hotel in Reston, VA (near Dulles Airport)
  - Will cover CE and commercial IPv6 applications

## **Coalition Summit for IPv6 (March 28-29)**

- Located at same venue (Hyatt Hotel Reston)
  - Covers International CE and commercial IPv6 applications
- **Website is [www.usipv6.com](http://www.usipv6.com)**

# Thank You For Your Attention!

For Follow-On or Questions,  
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