

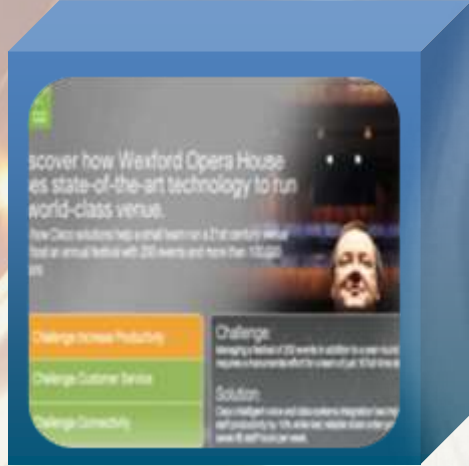


Cisco at the heart of the London Olympic Games

Martin Charlton
Regional Business Manager, Cisco



2012 Are you ready.....



Cisco

- Cisco
- 2012 Story
- Impact on business and public
- The Opportunity The Threat
- Legacy – B.I.G.



Cisco at the heart of the London Olympic Games 2012



A Giant Feat to conquer...



The Most Connected Technology Games Ever

Are you ready?



How will the Games Affect Your Business?

- Travel to and from work for you and your staff
- Business travel
- Travel for your customers or other visitors
- Deliveries/collections and other suppliers



Impact on Business – use of technology



Connecting the Games

Complete the plans





The Media trial the Games





Top Facts



Top Facts

- **4 Billion+ Viewers**
- **All 94 Olympic Venues controlled through the Technology Operations Centre**
- **Technology Operations Centre staffed by 450 people 24x7**
- **23.5 years-worth of testing - the equivalent of 8,333 days' work.**



Top Facts continued

- **Commentators will use innovative touch-screen Commentator Information System**
- **Weather defence ideas from the Chinese?**
- **33 per cent lower CO2 emissions for this event**



Top Facts continued

- **The Technology Operations Centre at London 2012 will also be able to process 30 per cent more results data than Beijing 2008**
- **Contactless card payments available – no cash required - over 5,000 retailers have signed up**
- **Over 8.5 billion PCs, smart phones and tablets predicted to be connected to the internet by 2012, the London games are set to be the biggest ever online**



Flexible Working :

- Cisco's network connects:
 - 100+ sporting venues
 - 16,500 IP handsets
 - 6,000 users of WebEx web conferencing



Cisco WebEx



One Button WebEx Meeting Launch

- Both the Cisco TelePresence room and WebEx attendees connected
- The Cisco WebEx web client launches in Cisco TelePresence Auto Collaborate presentation screen









Cisco 100 Series Cisco 200 & 300 Series

Fast Ethernet

List Price

Gigabit Ethernet

List Price

	<p>SF 102-24 24 10/100 Ports 2 Combo mini-GBIC ports</p>	£135
	<p>SF 100-24 24 10/100/100 Ports</p>	£87
	<p>SF 100D-16 16 10/100/ Ports</p>	£60
	<p>SF 100D-16 16 10/100/ Ports</p>	£60
	<p>SF 100D-08 8 10/100 Ports</p>	£37
	<p>SF 100D-05 5 10/100 Ports</p>	£25
	<p>SG 300-52 50 10/100/1000 ports 2 combo mini-GBIC ports</p>	£800

	<p>SG 102-24 Compact size 22 10/100/1000 Ports 2 Combo mini-GBIC Ports</p>	£223
	<p>SG 100-24 22 10/100/1000 Ports 2 Combo mini-GBIC ports</p>	£252
	<p>SG 100-16 16 10/100/1000 Ports</p>	£168
	<p>SG 100D-08 8 10/100/1000 Ports</p>	£56

*Based on 1GBP-1.63 USD



Visualising 'post Games'



***“Cisco is investing \$500m over five years
To support London's Tech City and other
innovation and tech entrepreneurial initiatives.
It's also setting up 30 Cisco Network Academies
in East London schools - facilities where school
children in some of the capital's most deprived
areas can learn about networking technology, set
up their own networks, and learn some real-
world IT skills to help their employability.”***



Thank You

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