Who owns the home network?

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Overview

• A tale of two antennas

• Definitions and Background

• EchoStar Capabilities

• Case study
Two antennas
Definitions and Background

What is a “Network” good for?

• Network provides virtual or physically divided, discrete functions.
• Home networks do this where customers live.

Paradox

• The best home network is an invisible one.
• There is a term for those who sell invisible goods…

Danger! Danger!

• At the boundaries of the home network, some anti-social people would like to be able to reach in from outside and manipulate your information and devices.
• We call them hackers.
EchoStar Capabilities

What we provide today:

• Multiple, switched LNBF
  + off-air
• UHF remotes
• Multi-television set top box
• Ethernet in our new, MPEG-4 STBs
• Homeplug 1.0
• Pocket Dish
Case Study

Q: Who owns the home network?

A: Santa Claus
Case Study (cont.)

Santa Claus as a disruptive agent of change
- Once a year, Santa brings new devices that need to integrate with older devices.
- Next year’s network-attached television set needs to work with last year’s network-enabled printer.

Santa Claus as a home network customer
- Santa’s network requirements vary with the time of year
- Email communications are vital before December 25th.
- Video delivery is vital during the College Bowl season.

Santa Claus as an arbiter of performance
- You don’t want to be on his naughty list.
Thank you.

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