

IPv6 from a business perspective

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Who is .se and Greenwich?

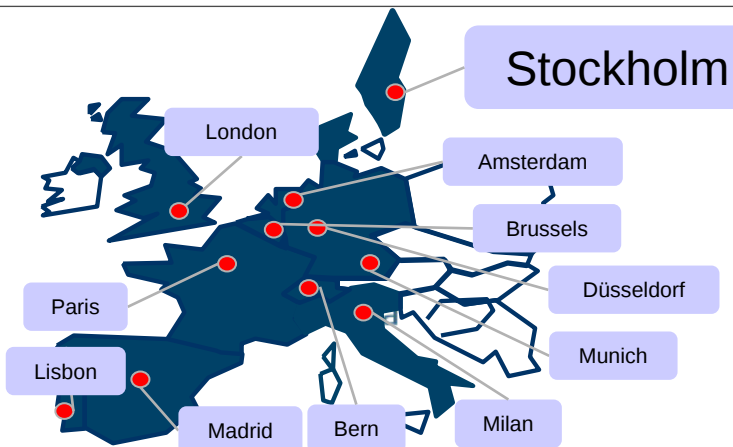
.se

- .SE is responsible for the top-level Swedish Internet domain, .se.
- registration of domain names and the administration
- technical operation of the national domain name registry

.SE promotes the positive development of the Internet in Sweden.



200 Consultants -11 Offices in Western Europe



IPv6

from a

business

perspective

Case 1 – Olympic Games 2008

IPv6 full scale and under pressure

- **Benefits with using IP-addresses**
 - Expand video surveillance network at the Olympics beyond wired areas
 - Easy to add more cameras
- **IPv6 a better alternative than IPv4**
 - Videoconferencing and high-definition applications
 - lower-cost construction of security networks
 - China has only about 60 million addresses
- **IPv6 based applications and services**
 - Lighting and thermostats in all Olympic venues
 - Security systems
- **IPv6 technologies and application platform that supported:**
 - Broadband technology- both fixed and mobile
 - High Definition TV, VPN, Mobile ticketing and blogging, Video streaming and Mobile TV advertising.



This breakthrough expects to allow Chinese researchers, academics and entrepreneurs to develop new applications and widgets using IPv6 supported functionality

Case 2 – Nabaztag.com

- A plastic rabbit
- Keeps you informed about the weather, air quality, the traffic and the stock market
- Signals when you receive an email and tells you stories
- Moves ears, lights up in hundreds of colors, plays music and speaks
- Communicates with his "buddies". Grab the ears and it will choose another Nabaztag that will move the same way
- Is sold in 27 countries

All you need is a permanent Wi-Fi connection. What happens when "all" toys get that?



What will happen when 3 billion toys has an IP adress



Case 3 – Facility Management

The intelligent office

- **Sensor networks with energy conservation can reduce costs with +30%**
 - Light
 - Heat
 - Air conditioning
 - More efficient Facility management
- **Security and surveillance**
 - Surveillance cameras
 - Sensor tracing
 - RF-ID/WiFi node positioning
- **IPv6 makes it easier to connect networks (properties, corporations, IT infrastructure)**

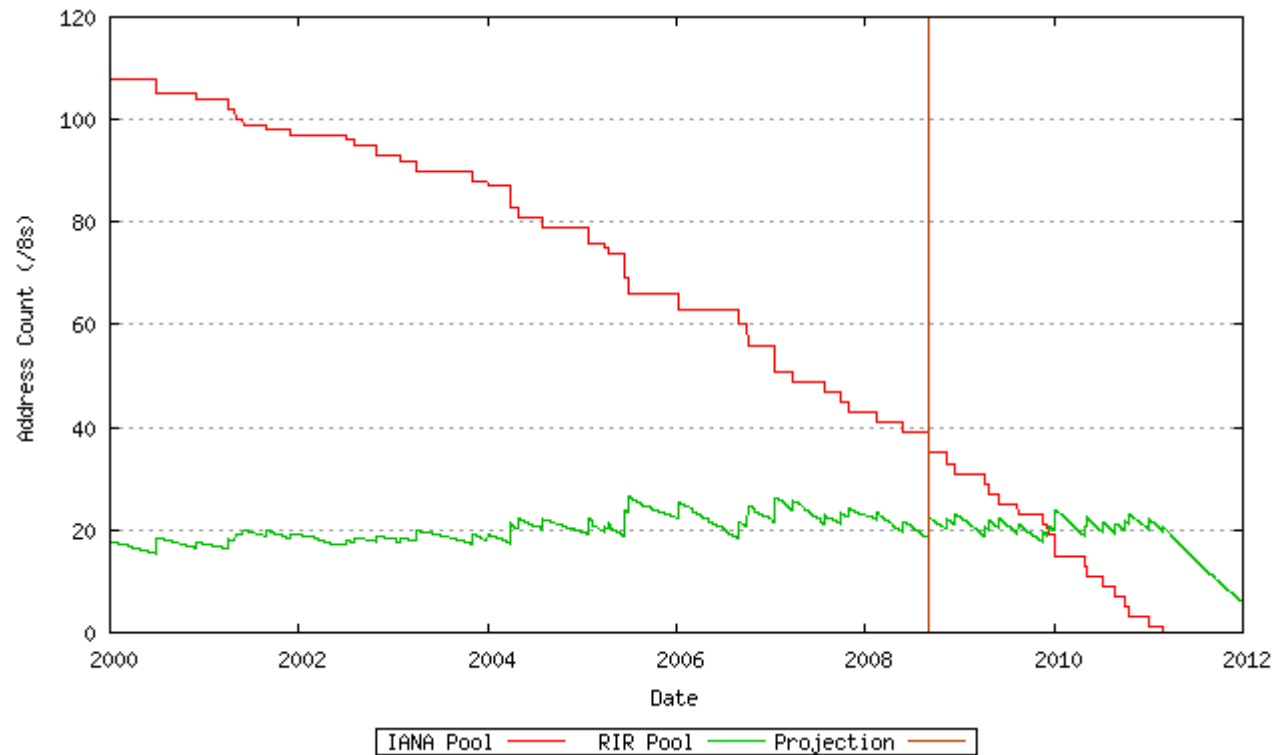
What will happen when all offices has 10 IP addresses

Toys, Digital Cameras, GPS, Mobiles, office, homes etc etc.....



IPv4 – The Challenge

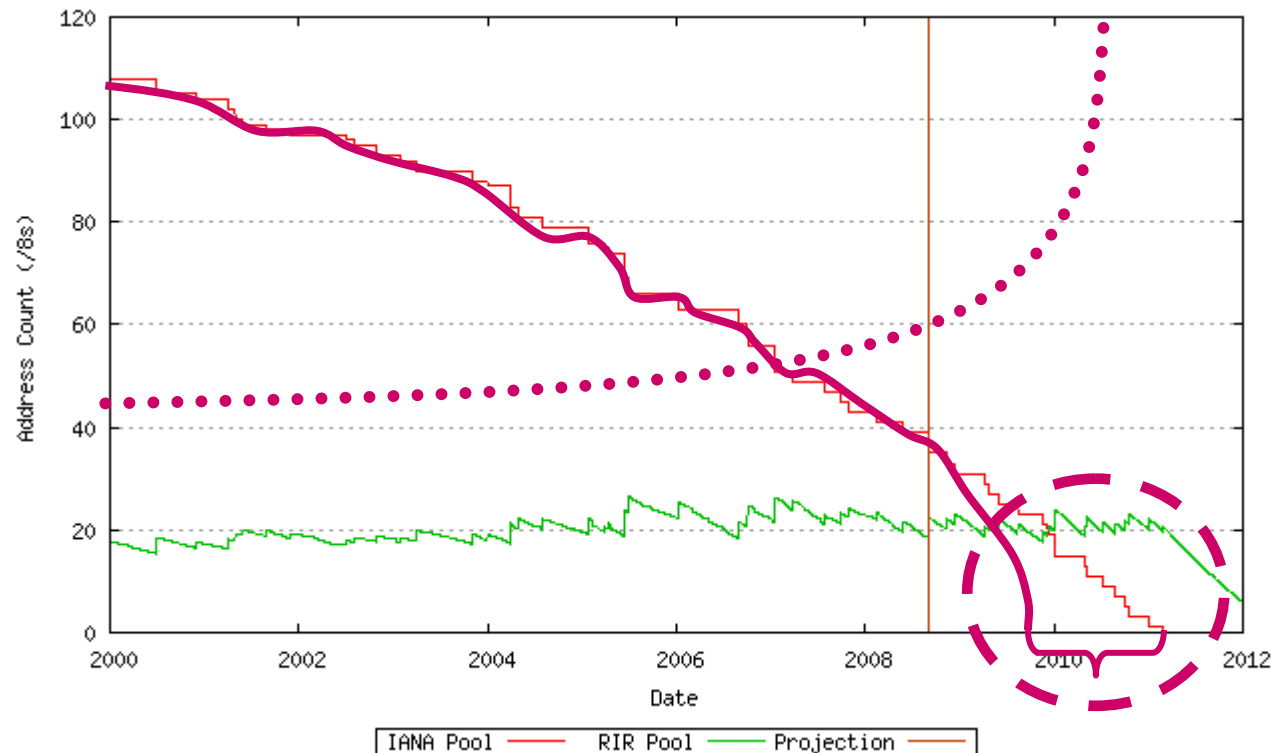
- IPv4 addresses is a limited resource and is expected to end 2010-2011.



Source: Geoff Houston; "IPv4 Address Report" <http://www.potaroo.net/tools/ipv4/index.html>

With increased need for connecting things....

- We might face a “hockey stick” growth and an increased need for IPv6



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