



NEWS RELEASE

## AT&T to Utilize Cisco Virtual Mobile Network Technology Within Its Connected Car Services

2015-03-02

Software-Defined Architecture and New Economic Model Help Enable Rapid Market Expansion  
BARCELONA, SPAIN -- (Marketwired) -- 03/02/15 -- **Mobile World Congress 2015** - Cisco (NASDAQ: CSCO) today announced that AT&T, a leader in emerging devices and telematics services, will use its virtualized mobile Internet solution in helping to support AT&T's auto maker customers in providing advanced connected car services.

According to the [Cisco® Visual Networking Index™ Global Mobile Data Traffic Forecast for 2014 to 2019](#), 11.5 billion mobile-ready devices and connections will be online over the next five years. Machine-to-machine (M2M) connections, which the forecast notes will soon outnumber people, will make up 28% of those connections.

M2M services, such as connected cars, require a fundamental transformation in the underlying mobile architecture -- combining virtual with physical networking resources. Virtual resources -- connectivity and network services enabled in software rather than hardware -- bring a lower entry cost, flexible deployment models, and rapid time-to-market. Carrier-grade performance and spare capacity come with the physical resources.

### **Supporting Quotes:**

- **Cameron Coursey, Vice President, Product Development and Operations, Internet of Things, AT&T**  
"With this new software-driven mobile Internet solution incorporated in to our offerings, we can help to provide auto makers with advanced connected car services that give consumers more real-time communications services that positively impact the driving experience."
- **Kelly Ahuja, Senior Vice President, Service Provider Business, Products, and Solutions, Cisco**  
"Our collaboration with AT&T to implement virtual mobile network technology for connected cars marks a significant milestone for innovation in the connected car industry. We are transforming mobile architecture and delivering a powerful new network that marries virtual and physical

resources. Virtualization is a means to an end. When coupled with physical technology, it affords new economies of scale that allow service providers like AT&T to innovate faster and deliver a better in-car experience."

**Supporting Resources:**

- [Cisco Mobile Internet](#)
- [Cisco Service Provider Mobility Community](#)
- [Cisco Visual Networking Index home page](#)
- Follow Cisco's news and activities at Mobile World Congress on Twitter via #CiscoMWC
- Follow us on our [LinkedIn page](#) for targeted updates and announcements
- [Cisco Service Provider SlideShare presentations](#)
- Subscribe to [Cisco's SP360 feed](#)

**Tags/Keywords:**

Cisco, AT&T, Connected Car, Internet of Everything, Internet of Things, M2M, Mobile Internet, Mobile VNI, Cameron Coursey, Kelly Ahuja, VNI

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