Why Asynchronous Transfer Mode?

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Topics

- Application Drivers
- Advantages of ATM
- Summary

Market Trends

The way people communicate information is changing

- People receive much more information from TV than phone or radio
- Visual content is continuing to increase in importance
Broadband Communications - Next Generation Networks

Application Drivers

- **Home & Personal Services**
  - Entertainment
  - Work at Home
  - Home Shopping
  - Video on Demand

- **Round the Clock, Global Collaboration**
  - International Product Design
  - World Wide Banking

- **High Speed Image/Visualization**
  - TeleMedical
  - Insurance
  - Finance
  - Etc.

- **Simplified Network Operations**
  - Seamless LAN/WAN interconnectivity
  - Transparent Network Management

Applications: Telemedicine

- **Electronic Medical Record**
- **Remote Consultation**
- **Remote Diagnostic (Realtime)**
- **Home Healthcare**
Applications: Education

- Interactive Distance Learning
  - Providing access and networking among libraries and universities
- Remote Access to Programmed Courses / Seminars
- Distance Learning at Home - Future

Applications: Video/Information-On-Demand

- Entertainment (Interactive TV)
  - Movies / Shows-on-Demand
- Infotainment
  - Interactive Games
  - Consumer Access to Online Services, Databases and News
- Home Shopping
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Advantages of ATM

- Scalability
- Flexibility
- Simplified Network Infrastructure
- Accommodation of mixed media traffic
Advantages: ATM = Simplified Network Infrastructure

Advantages: ATM = Scalability and Flexibility
Advantages: ATM = Accommodation of Mixed Media Traffic Types

Advantages: ATM = Standards

STANDARDS GROUPS
- ITU-T, TS (CCITT)
- ANSI
- ETSI
- IETF...

Customers

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Carriers and Service Providers

Software Developers

Semiconductor Vendors

Network Equipment Providers
ATM = Potential cost benefits

- Improved cost/performance ratio
- Longer life cycle, future proof network
- Lower network management costs
- Uniform technology LAN=MAN=WAN

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ATM Goals

Simplified Network Infrastructure
- Seamless LAN=MAN=WAN
- Higher network availability
- Enable collaborative computing
- Payoff is simplicity of technology
- Electronic Co-Location (Virtual workgroup)

Scalability and Flexibility
- Technology to last 10+ years
- Faster LAN
- Faster Speeds
- Scalable Bandwidth
- Future proof nature of ATM
- Enable New application
- Improved performance
- Bandwidth on demand

Accommodation of Mixed Media Traffic
- Voice, video and data
- Collapse various backbones
- Video Desktop conferencing
- Video seen more as an application driver than voice

Conclusion: Why ATM!

- ATM deployment is not dependent on any single “killer application”,
- ATM can do all these things,
- That's the point --- that's “WHY ATM!”
This concludes the presentation provided by The ATM Forum