

# Quotes

## **"Yankee Group Survey Finds Significant Demand for Home Networks," August 1999**

### **The Yankee Group Press Release**

The survey respondents who showed the greatest interest in home networking were multi-PC households, Internet users, PDA users, work-at-home families and households with home theaters.

The killer application for home networking is sharing dial-up or high-speed Internet access. Other desired applications include: printer sharing, sharing of video and audio content, and multi-user gaming.

More than 17 million US households, about 37% of PC households, are interested in home networking.

Nearly 50% of households with more than one PC were attracted to the concept of Home Networking.

## **"Work-at-home and On-line Households Will Fuel Emerging Markets for Communications Products and Services, IDC Says," August 1999**

### **IDC Press Release**

Work-at-home and on-line households spend more on local and long distance services than other US households and will fuel the growth of emerging broadband services and home networking solutions, as well as enhanced calling features like Internet call waiting, in the coming year.

In 1999, 27.4% of all US households reported conducting work from home in some capacity, either as telecommuters, corporate after-hours or home-based business operators.

On-line penetration among US households has risen to 30% - up from 25.5% in 1998.

PC and on-line households are more technologically savvy than average US households - they are inclined to have more multiple phone lines, and subscribe to more services such as call waiting and voice messaging. Moreover, based on current awareness and interest survey results, on-line households will likely be among the earliest adopters of emerging products and services such as high-speed Internet access, Internet call waiting, and home networking.

## **"Easy Networks"**

### **Business Week**

The simultaneous growth of multi-computer homes and high-speed Internet links will create demand for home networks that allow numerous computers to share a Net connection. The trick to a successful home network is simple setup and operation, without expensive and disruptive rewiring.

## **"Computing and Telecom Spending," "Wireless"**

### **Forrester Research**

A critical segment of technology users — home business households — will spend more than \$3 billion on computing and telecommunications in 2003. Technology providers must ramp their product and marketing strategies to reach these valuable customers.

By the year 2003, Forrester projects that 71% of home business households will be on-line. Sellers will recognize that Internet-based marketing and sales play well to home based businesses.

## **"It's For You," July 14, 1999**

### **PC Computing**

Computers are becoming glorified Web terminals. The new digital epicenter is communications. And the next Microsoft will be the company that figures out how to own the wireless market.

Every home and small office should have a mini-PBX.

## Yankee Group — Home Networking 101, December 1998

US Households with 2+ PCs by end-of-year 1999. . .	<b>17%</b>
US Households with 2+ PCs by end-of-year 2000. . .	<b>20.5%</b>
US Households with 2+ PCs by end-of-year 2001. . .	<b>24.5%</b>

## Yankee Group — Home Networking 101, December 1998

Internet Penetration US Households, end-of-year 1999. . .	<b>31.4%</b>
Internet Penetration US Households, end-of-year 2000. . .	<b>39.2%</b>
Internet Penetration US Households, end-of-year 2001. . .	<b>46.9%</b>

## Dataquest, press release "Dataquest Predicts \$2Billion Home Networking Boom"

Number of Households with home network end-of-year 2002 . . .	<b>6.2 Million</b>
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## Yankee Group - The Holistic Consumer, December 1998

US Households with caller ID . . . . .	<b>30%</b>
US Households with 2+ lines . . . . .	<b>18%</b>
US Households with 2+ lines and an ISP account . . . . .	<b>41%</b>
US Households with 2+ lines and household income > 75k . . .	<b>45%</b>
US Households with 2+ lines and PC . . . . .	<b>30%</b>
US Households with 2+ lines and teenagers . . . . .	<b>34%</b>

## Yankee Group - The Holistic Consumer, December 1998

US Households with a modem . . . . .	<b>37%</b>
US Households with a caller ID device . . . . .	<b>33%</b>
US Households with an on-line service . . . . .	<b>29%</b>
US Households with a fax machine . . . . .	<b>22%</b>
US Households with a laptop . . . . .	<b>6%</b>

