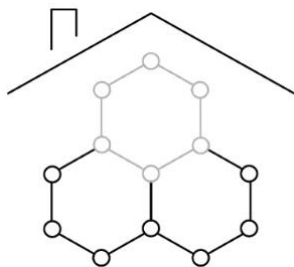# CableLabs® Custom Connectivity

A device-centric technology for deploying internet access

## Flexible Wi-Fi for Today's Devices

Residential internet access has been deployed the same way since broadband internet service was first popularized: a wired drop to the residence, a customer premises equipment (CPE) adapter, a wireless access point and a single password for all wireless devices in the house. This model has been successful for reaching many customers, but not all. Technical issues or prohibitive costs may make broadband inaccessible for some potential customers. In addition, many high-density housing developments with broadband service, such as multi-dwelling units (MDUs), have unreliable Wi-Fi due to the ad-hoc deployment of Wi-Fi access points with overlapping and interfering wireless channels. This results in unsatisfied customers and unnecessary support calls.

CableLabs custom connectivity technology requires no CPE.
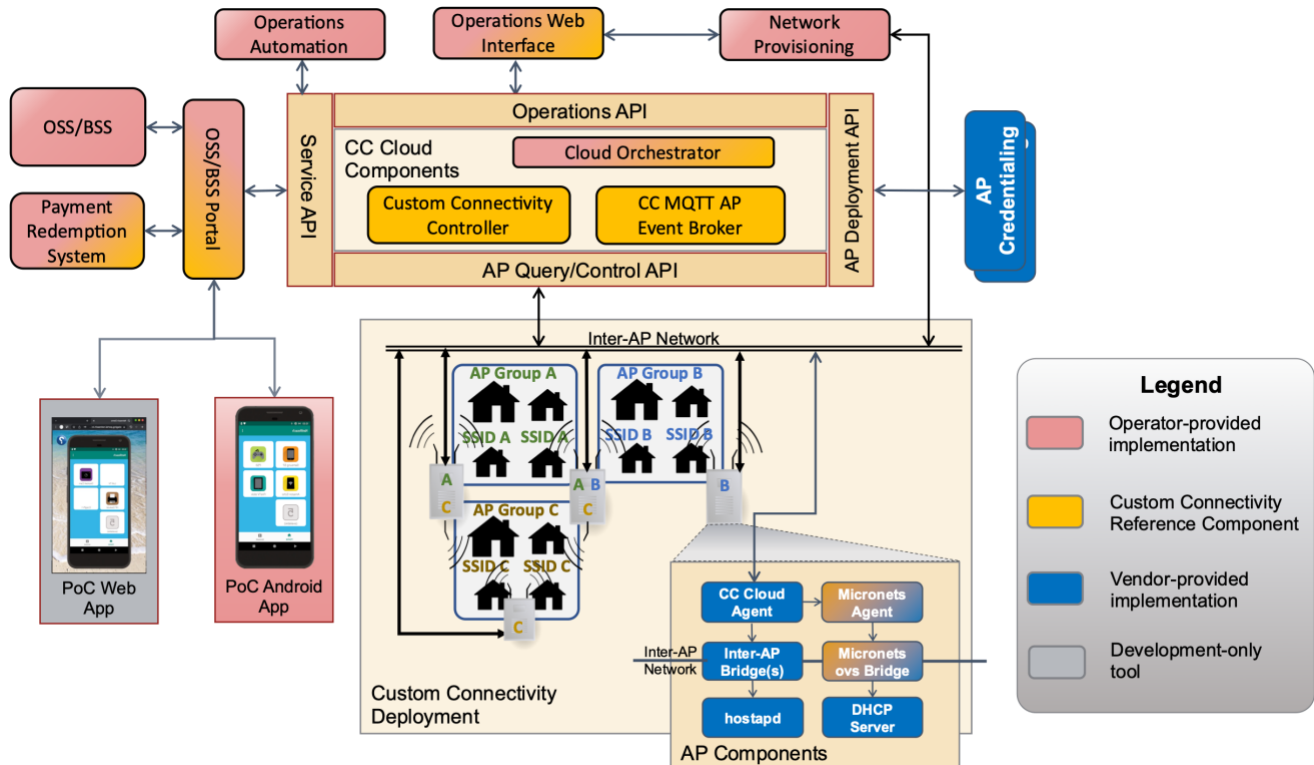
## New Deployment Options

CableLabs custom connectivity technology enables the deployment of internet access without a drop, a CPE or an in-home wireless access point. But unlike hotspot or captive portal solutions, custom connectivity technology provides a complete home network that works with all Wi-Fi devices, including smart TVs, Internet of Things (IoT) devices and home assistant devices. It can deliver a full CPE experience without a CPE.

## More Visibility, Better Security and Flexible Funding

Custom connectivity technology brings enterprise-grade network features home. The device-centric model provisions each device with a unique password and identity, providing the customer and operator high-fidelity control and visibility into the home network. Subnetworks can be set up to provide isolated guest access, as well as networks for home security devices and work-from-home users. And one device's credentials can be revoked without affecting other devices on the network. Custom connectivity technology also enables flexible subscription and payment methods. Using a mobile app, a resident can set up their own home network in minutes and fund it using a variety of subscription or on-demand models, which are metered based on bandwidth and/or the number of provisioned devices.

# The CableLabs Custom Connectivity Architecture

Support for custom connectivity technology can be added to many Wi-Fi access points and works over a wide variety of network infrastructures. Any access point that implements the technology's API can be added to a custom connectivity mesh network. And the custom connectivity architecture supports high-density areas, MDUs and markets where simplified infrastructure, instant activation and/or flexible payment options are desirable.



CableLabs custom connectivity technology enables home networking without a CPE.

## Contact Us

Email us at custom-connectivity@cablelabs.com to learn more about this technology.

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