

DISRUPTION(S)



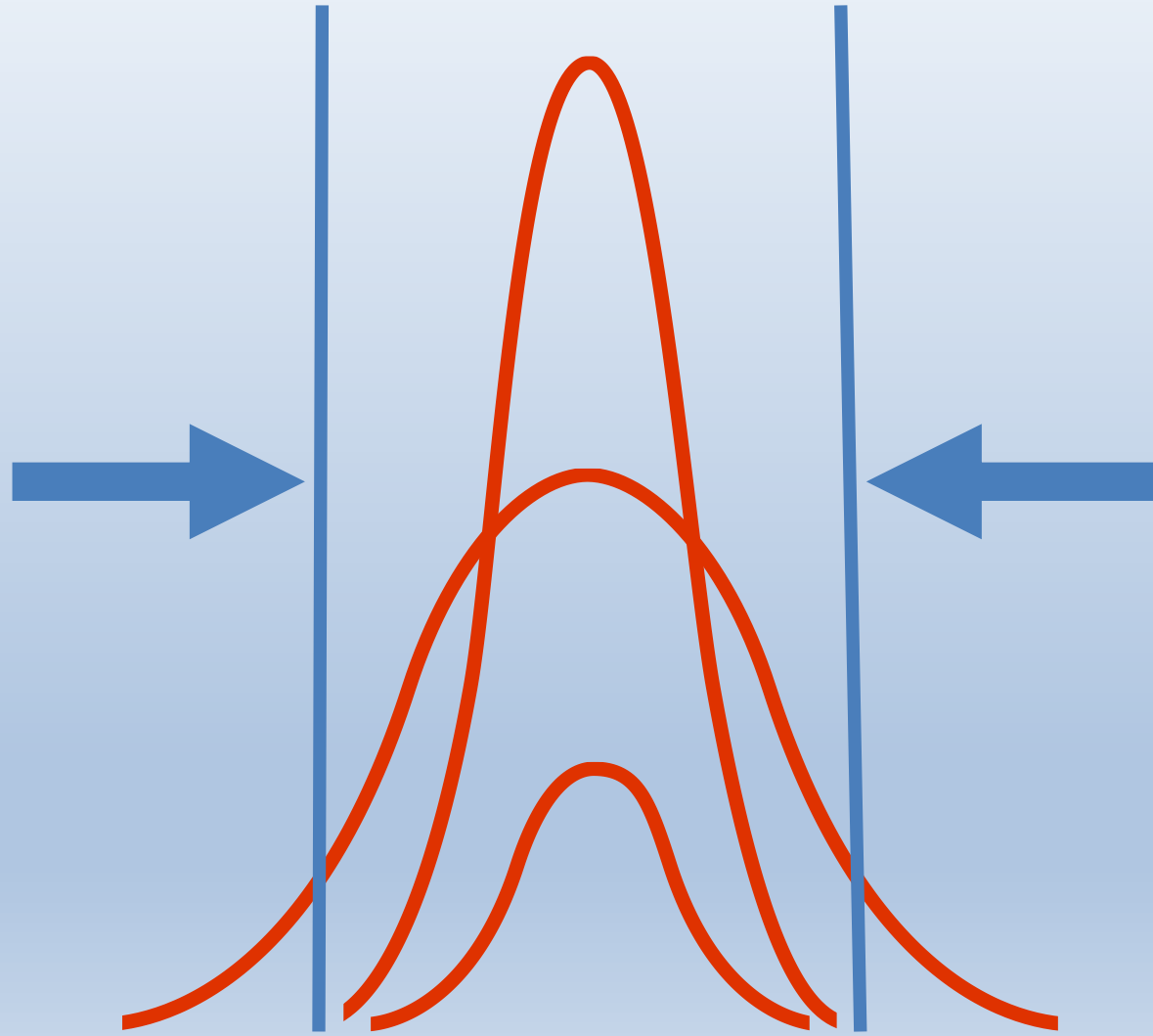
Carl Russo
Chairman of the Board, Calix



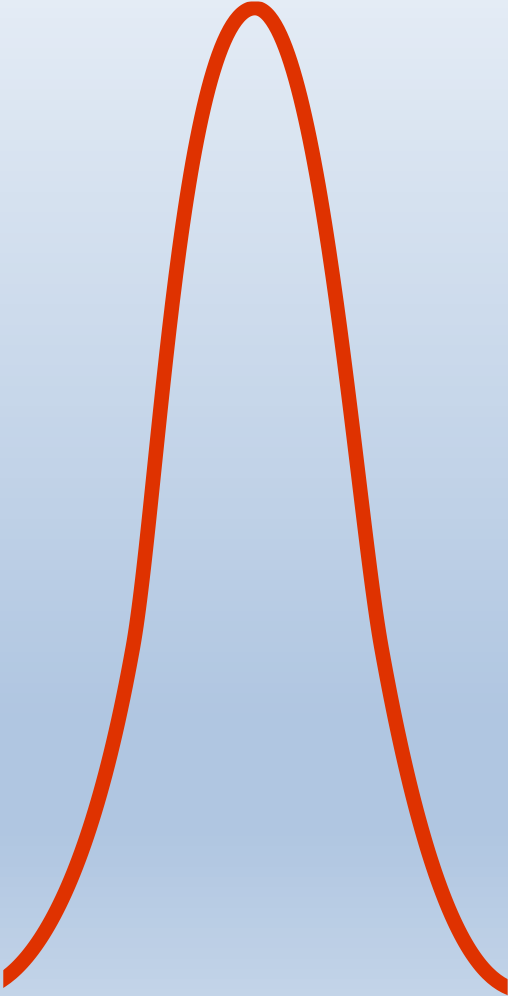
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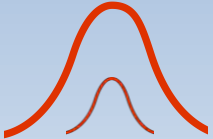
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Old Mode of Operation



New Mode of Operation









Cul-de-sac



The necessary ingredients

PDA

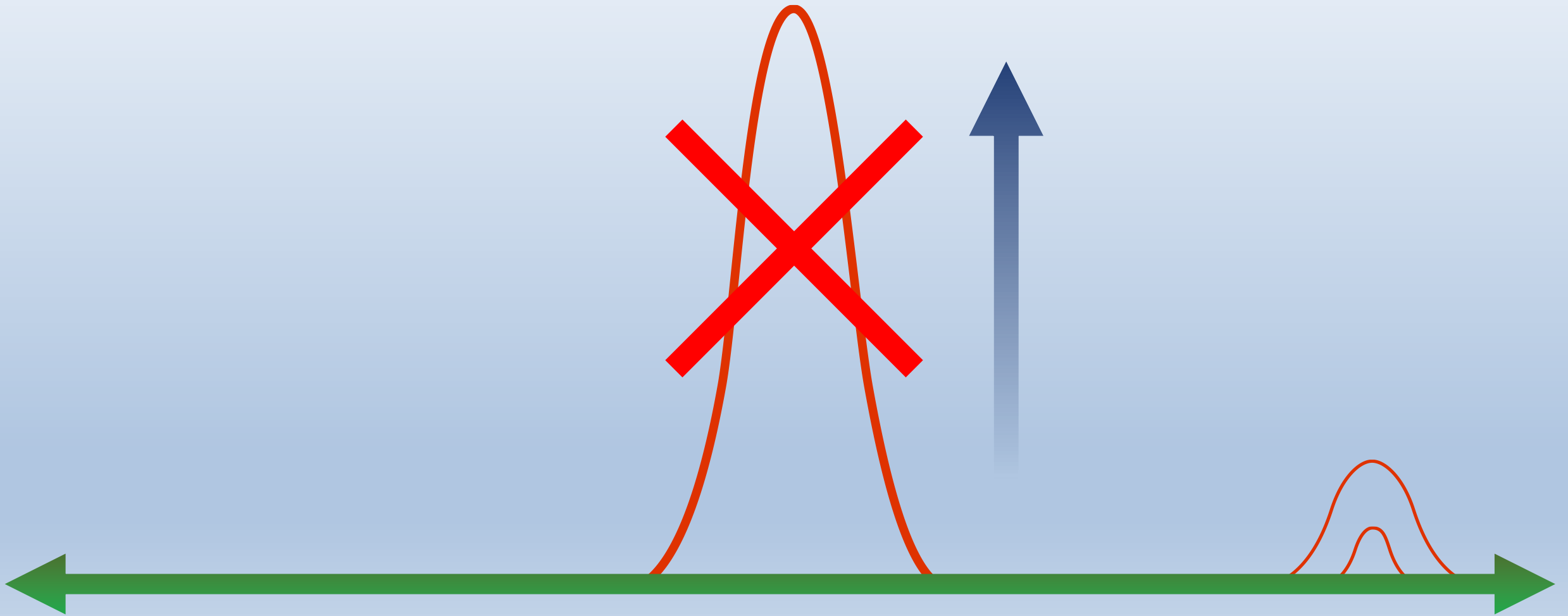
Cell Phone

MP3 Player

LCD/Touchscreen



Not vertical, but lateral thinking...



- Be laterally curious !
- Think outside of your ____ and then back in.
- **Constantly ask ... what if ?**



Oh, by the way...

Ubiquitous Internet connectivity +





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