

# Why Prioritization is Important for Consumers



## Remote medicine, public safety, and emergency services require real-time interactive service to operate properly for consumers.

For consumers, prioritization will enable innovative new technologies like autonomous cars, remote surgery, enhanced first responder communications, and virtual reality (VR) services, which are real-time interactive services that will require greater internet performance and quality to ensure they operate properly.

Here are a few scenarios where prioritization of data will be critical:



### Remote Medicine

A doctor is using a real-time video application to help diagnose a medical emergency in a remote location. Prioritization of the medical video would be critical to ensure that people streaming HD cat videos in the hospital lobby don't take over all the network bandwidth and interfere with the time-sensitive diagnosis.



### Autonomous Car Rides

Once self-driving cars are commercially available, you will be able to relax, watch TV, or work while your car drives you safely to your destination. During this ride, prioritization of data from the car's latency-sensitive navigational programs, sensors, etc. will be important so that the HD movie or live news you may be streaming doesn't take up all available network bandwidth and slow down or derail your trip.



### In Case of Emergency

In an emergency, it is important to ensure emergency VoIP calls and/or wireless calls or texts can get through to first responders. This data should be prioritized over less time-sensitive data, such as the connected vending machine sensor data in your local convenience store.



### Public Safety

Prioritization of law enforcement and EMS personnel data is critical in times of natural disasters, when networks are overwhelmed, to ensure they can perform their jobs effectively and safely while saving lives.



### Virtual Reality Services

As virtual reality comes more into play, prioritization could be potentially life-saving. When a doctor performs surgery on a remote patient using only a VR headset and special glove, prioritization of the VR would help decrease latency and ensure the doctor has instant feedback during the time-sensitive operation.\*

**These are real-time, interactive services that require end-to-end management in order to make those services work for consumers and public safety.** Consumers want those innovations and they want them to always work.

The connections directing autonomous cars, robotic surgeries, or public safety communications must not drop — ever. Let's address concerns around paid prioritization without impacting those innovations.

\*CNET, "Not just speed: 7 incredible things you can do with 5G," March 2, 2017