

Cisco to Drop Home Networking?

Written by Marco Attard
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Bloomberg reports Cisco plans to drop its home networking business-- "people with knowledge of the situation" say the company has Barclays looking for a willing Linksys buyer.



The Linksys brand covers routers, gateways, range extenders and Powerline adapters.

Cisco bought the company back in 2003 for \$500 million-- but will probably "fetch much less" than that now due to its being a "mature consumer business with low margins."

Potential buyers include TV makers looking for a recognisable brand and technology Bloomberg sources say.

Neither Cisco or Barclays have comment on the news story as yet, but such a sale might not come as much of a surprise-- after all the current Cisco strategy is to completely exit consumer business in favour of enterprise software and technology business. You might remember the [2011 killing of the Flip division](#) (without even consideration of sale), just 2 years after the \$590m purchase of the then-popular low-cost camera maker.

Other Cisco consumer business includes the Scientific Atlanta STB unit and paid-TV software maker NDS Group. Will the networking giant sell off those as well?

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