

## Open Source and Software SIG

### “Open Source Software vs Commercial Hardware: When the Unstoppable Force Hits the Immovable Object”

22nd July 2010

Championed by David Roberts of Ogma Solutions, Andrew Savory of Limo Foundation and Phillip Burr of Mentor Graphics

Hosted by:



Venue: Broadcom, 406 Science Park, Milton Road, Cambridge, CB4 0WW

### AGENDA

14:00	<b>Registration over Tea and Coffee</b>
14:30	<b>Introduction to the SIG from David Roberts of Ogma Solutions</b>
14:40	<b>Welcome from the host, Broadcom by Kumi Thiruchelvam, Vice President, Strategic Business Development</b>
14:50	<p><b>“Mobile platforms 101”</b>  <b>David Roberts, Ogma Solutions</b></p> <p>The subject of mobile software platforms has been increasingly in the news recently; the unrelenting momentum of Android, the open sourcing of Symbian/S60 and other open source platforms all vying for the attention of both the handset manufacturers and the buying public. Since software platforms have been around for many years on the PC it is reasonable to wonder what all the fuss is about and why it's all so difficult. This brief presentation will try to answer this question and in doing so attempt to set the scene for the presentations to follow.</p>
15:00	<p><b>James Chapman, Engineering Manager, Broadcom</b></p> <p><b>“OpenOS, The Phone and the Converged Device”</b></p> <p>This presentation will examine drivers forcing hitherto separate markets to converge, accompanied by a convergence in the technology required. Software is identified as the final link in the convergence puzzle. A look at the value chain shows how OpenSource can plug the gap, helping to drive convergence amongst existing devices and potentially creating Chimeras as yet unimagined...</p>
15:25	<b>Q&amp;A</b>
15:30	<p><b>Nabeel Mardi, Mobile Industry Expert &amp; Formerly VP of Device Development at T-Mobile International</b></p> <p><b>"The Impact of Mobile Open Operating Systems on the Mobile Operators"</b></p> <ul style="list-style-type: none"> <li>• Open Operating systems flavours (Commercial and Open Source)</li> <li>• The market dynamics shift occurring</li> <li>• The need to re-visit the operator business model</li> <li>• Long term approach of operators to re-address the balance</li> </ul>
15:55	<b>Q&amp;A</b>

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16:00 **“OSS Business Models, or making Money in Open Source”**

**Nigel Alexander, Sales Director, Ixonos**

- What Value Chain?
- Value Creation Opportunities
- Who is your customer?
- Proprietary or Open Source

16:25 **Q&A**

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16:30 **Panel Session chaired by Andrew Savory of Limo Foundation**

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17:00 **Closing remarks and Fill in Evaluation Forms**

17:05 **Networking over coffee/tea**

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17.30 **Event Closes**

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*With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event*

## **Profile of our Host**

### **Broadcom**

Broadcom products enable the delivery of voice, video, data and multimedia to and throughout the home, the office and the mobile environment. Broadcom provides the industry's broadest portfolio of state-of-the-art, system-on-a-chip and software solutions to manufacturers of computing and networking equipment, digital entertainment and broadband access products, and mobile devices. For further information please visit: [www.broadcom.com](http://www.broadcom.com)

## **Profiles of our SIG Champions**

### **David Roberts, Ogma Solutions**

David has been around the software industry for more than 20 years and has worked in some of the UK's top software companies. His experience and interest in mobile platforms goes back nearly 10 years when he first joined Symbian, initially as head of a technical consulting group which assisted Symbian customers and shareholders in creating products and platforms based on Symbian OS and then as head of a small research team looking at possible disruptions to, and opportunities in, Symbian's business models and practices. David is currently CTO of a stealthy start-up. [drobot34@gmail.com](mailto:drobot34@gmail.com)

### **Philip Burr, Mentor Graphics**

Phil is Mobile Product Marketing Manager for Mentor Graphics where he is driving strategy and business development in the mobile space for Mentor's Embedded Software Division. He currently has a particular focus on helping OEMs differentiate their Android products by creating innovative and compelling advanced 3D UIs using Mentor's Inflexion product. He also has an interest in LTE. Prior to Mentor, Phil co-founded Octymo, a Cambridge start up focused on licensing a mobile phone applications platform. Prior to Octymo Phil was living in Asia where, as TTPCom & Motorola's Operations Director for Asia, he established TTPCom's operations in the Asian region; setting up & then running the offices and operations in Shanghai, Shenzhen & Taipei. For further information please visit: [www.mentor.com/uk/](http://www.mentor.com/uk/)

### **Andrew Savory, Limo Foundation**

Andrew Savory is the Open Source Manager for LiMo Foundation, where he works to ensure understanding of and compliance to open source principles and to facilitate contributions back to open source communities. He has over a decade of firsthand insight of working with industry leaders using and engaging with open source. Andrew has worked with open source software for more than 15 years. He was the founder of one of the earliest open source software solutions providers in the UK, Sourcesense. An active contributor to the open source community, Andrew is a Member of the Apache Software Foundation. For further information please visit: [www.limofoundation.org](http://www.limofoundation.org)

## **Speakers' Profiles**

### **Nabeel Mardi, Vice President Device Development, T-Mobile International**

Nabeel's main focus has been on developing and delivering bespoke mobile terminals, as well as, the evaluation of the overall terminal offerings across suppliers. He joined T-Mobile in the area of Mobile Multimedia; he then continued in the New Services Group where he was responsible for long-term innovation and also leads T-Mobile's technical interest in the Open Mobile Terminal Platform (OMTP). In 2005 Nabeel was appointed Vice President of Terminal Strategy and Innovation, in 2007 Nabeel's role expanded to include bespoke terminals for Europe. Previously Nabeel worked in various managerial roles for Psion PLC. Nabeel has over 15 years of product experience in consumer electronics, holds an MSc in Data Communication and is a member of the Institute for Engineering and Technology (MIET). For further information please visit: [www.t-mobile.co.uk](http://www.t-mobile.co.uk)

### **James Chapman, Engineering Manager, Broadcom**

James has been working in the wireless telecommunications industry since 2001 in a variety of roles ranging from physical layer design to the Head of Research for TTPCommunications. For the past four years James has worked within Broadcom's Mobile Multimedia division where he is responsible for the multimedia and graphics firmware. Over the past year James has been actively involved with the Symbian Foundation as it has moved its code base to full open-source. For further information please visit: [www.broadcom.com](http://www.broadcom.com)

### **Nigel Alexander, Sales Director, Ixonos**

Nigel Alexander has been involved with mobile communications for over 25 years and has worked with a number of leading operators, OEMs, and services providers. He has presented at major conferences and has led Mobile Business Development for a number of organisations.

Ixonos is an ICT services company creating innovative solutions for mobility, social media and digital services. Together with our customers we develop products and services which let people enjoy inspiring digital experience, anyplace, anytime. We are active participants in the Open Source Community and are the only external package holder for the Symbian Foundation.

Ixonos has offices in Europe, Asia and North America with our headquarters in Helsinki. There are around 1100 professional staff and our revenues last year were over €65m. We have been listed on the Helsinki stock exchange since 1994.

For further information please visit: [www.ixonos.com/en](http://www.ixonos.com/en)