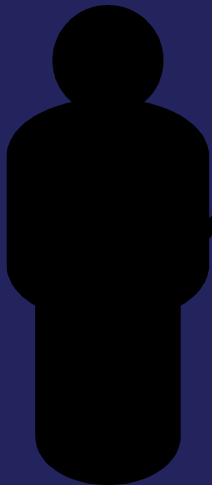


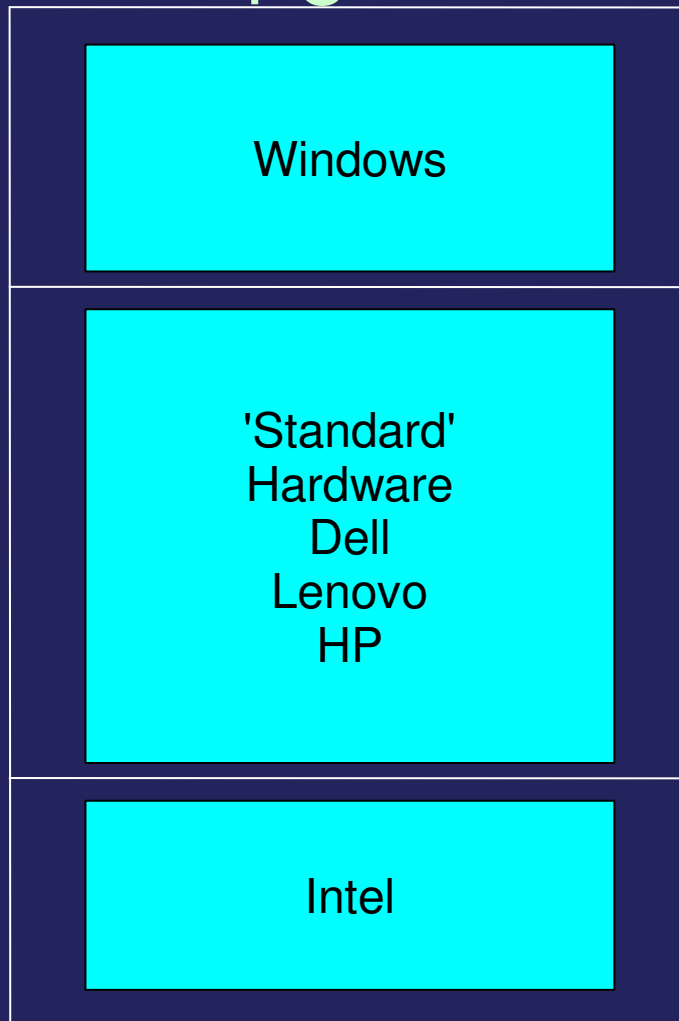
Mobile platforms 101

David Roberts
Software and Open Source SIG
22nd July 2010

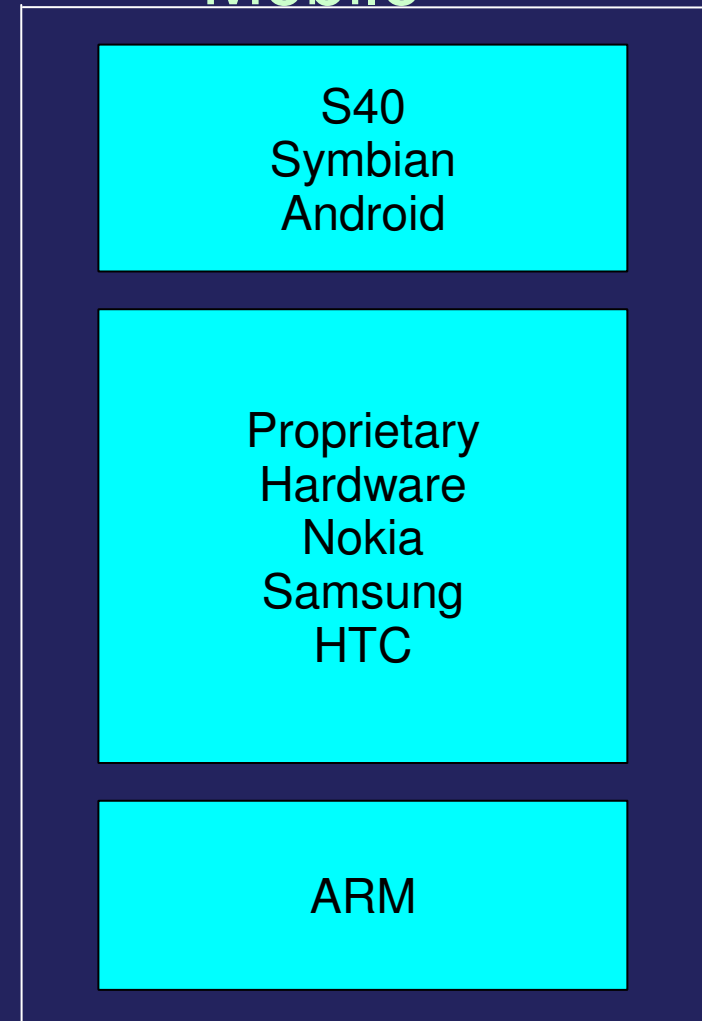


PC platform vs Mobile platform

PC



Mobile



PC platform vs Mobile platform

The power brokers (2005)

PC

Windows

'Standard'
Hardware
Dell
Lenovo
HP

Intel

Mobile

S40 etc.
Symbian

Proprietary
Hardware
Nokia
Samsung
Motorola

ARM

Plus operators

PC platform vs Mobile platform

The power brokers (2010)

PC

Windows

'Standard'
Hardware
Dell
Lenovo
HP

Intel

Mobile

S40
Symbian
Android
iOS

Proprietary
Hardware
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Samsung
HTC

ARM

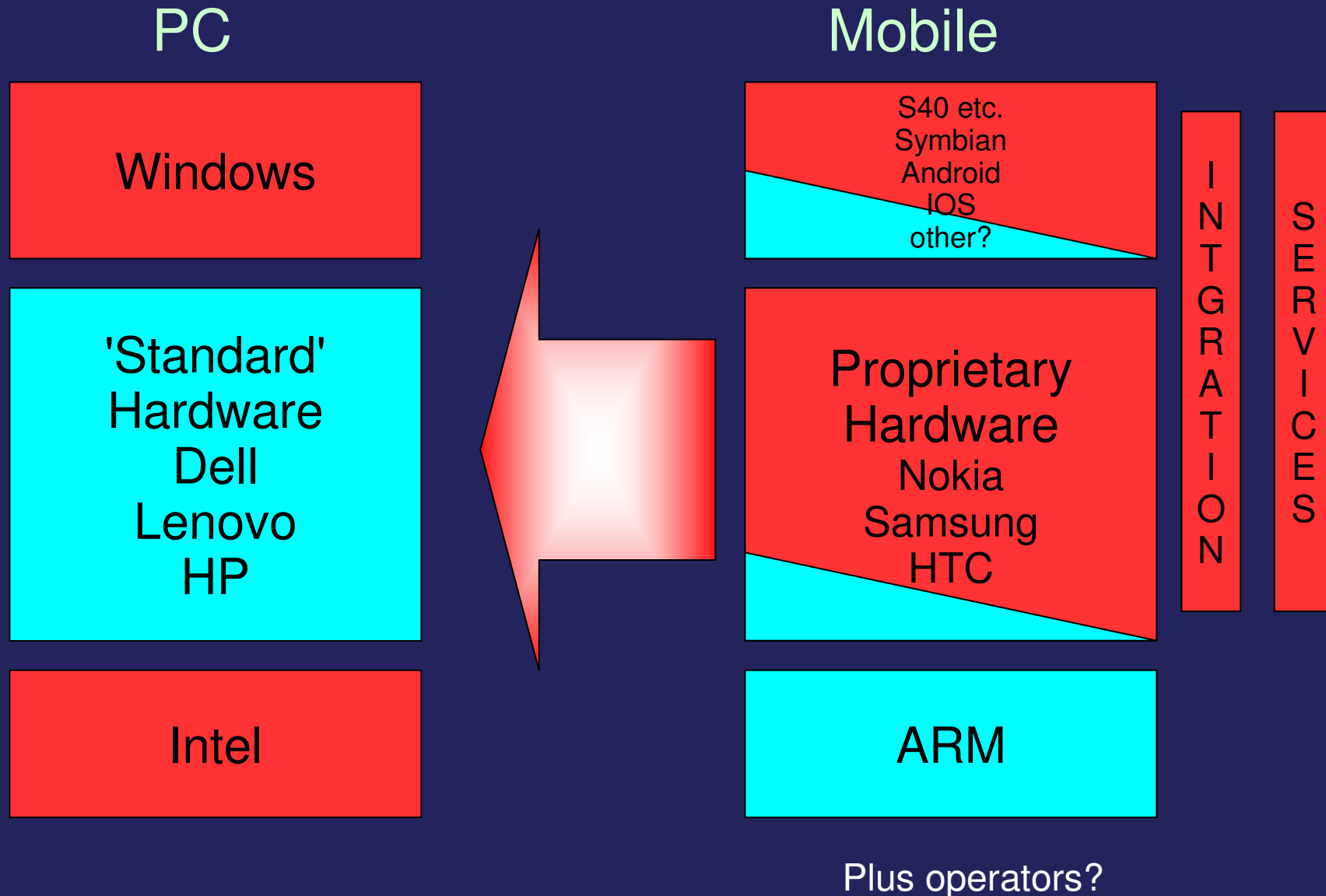
Plus operators

comments

- PC architecture relatively simple
 - Innovation in business model / channels
- Mobile landscape more complex
 - There's money in hardware
 - Software takes a back seat
 - Although this is changing
 - Lots more stuff e.g baseband, location etc.
 - Lots of regulations
 - Software 'bundled' with hardware – no choice
 - Hardware restrictions greater
 - Software and hardware integration is very difficult (and costly)
 - Still lots of H/W and S/W innovation (and around business model)

PC platform vs Mobile platform

The power brokers (2015)



Open Source hardware and software?

- ❑ OpenMoko NEO1973
- ❑ Open hardware
- ❑ Open software
- ❑ Developers dream
- ❑ Commercial flop



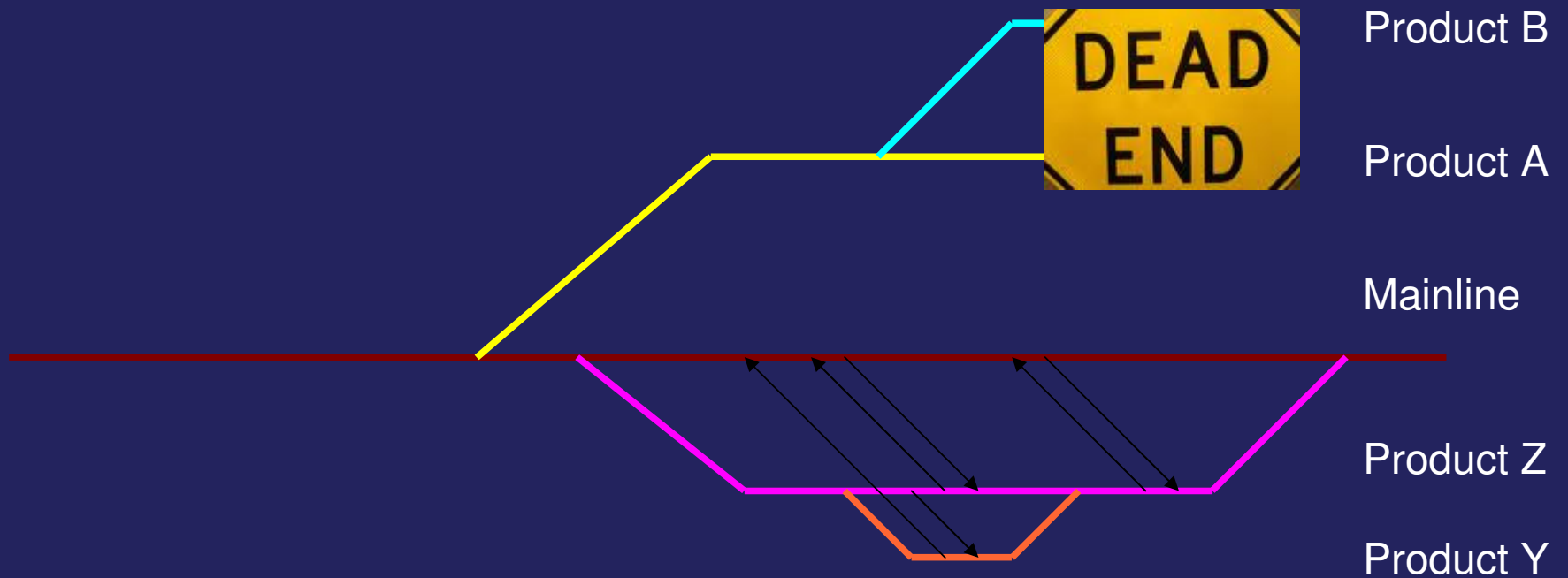
The problem with Mobile platforms I

□ Diversity



The problem with (open) Mobile platforms II

-leads to fragmentation



Need careful management and collaboration!

Summary

- The dynamics of the mobile industry are very different to the PC industry
- There is (IMO) a paradigm shift away from the PC architecture and toward mobile architecture
- Hardware will remain more important than software in the near future
 - This will change at some point
- Diversity of products is causing problems for software platforms
- End-to-end solutions will increase in number
- Don't forget the cheap and cheerful
 - There could be opportunities here
- There's still lots of money to be made