



Mobile Linux Mojo

The XYZ of Mobile TLAs PDQ!

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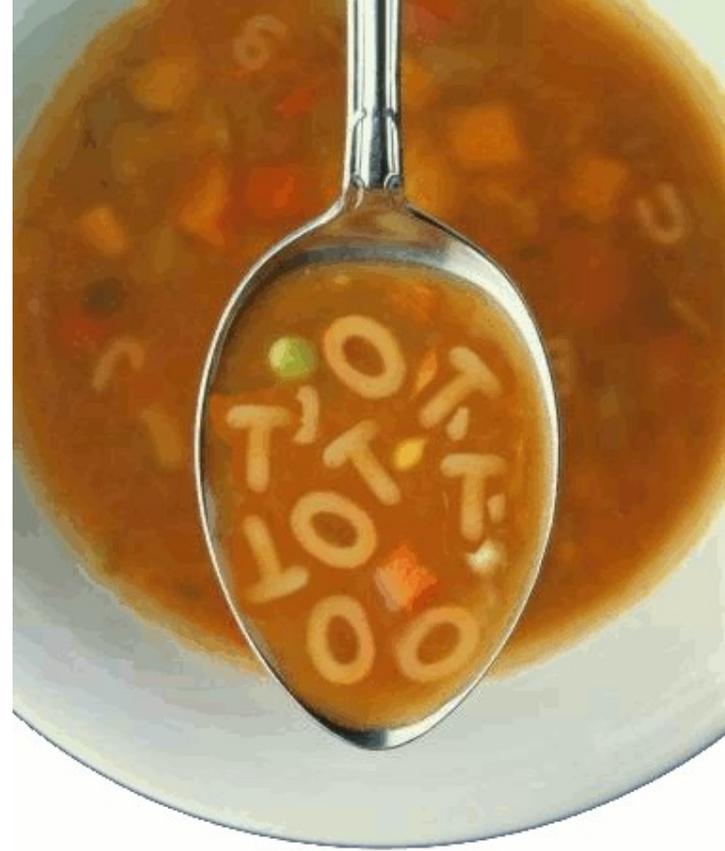




Alphabet Soup

- Too many TLAs
 - Non-profits
 - Commercial Entities
 - Tool Kits
 - Standards

- ORG Typology
 - Standards Bodies
 - Implementation Consortia
 - Hybrids





The Big Four Ahem, Now Three



■ OHA - Open Handset Alliance

- Founded by Google, together with Sprint, TIM, Motorola, et al.
- Performs/support development of Android platform



■ LiMo Foundation

- Orig. Motorola, NEC, NTT, Panasonic, Samsung, Vodaphone
- Goal of created shared, open middleware mobile OS

LiMo Foundation



■ LiPS - Linux Phone Standards Forum

- Founded by France Telecom/Orange, ACCESS et al.
- Worked to create standards for Linux-based telephony m/w
- Merged with LiMo Foundation in June 2008



■ Moblin - Mobile Linux

- Founded by Intel, (initially) targeting Intel Atom CPUs
- Platform / distribution to support MIDs, Nettops, UMPC



Android is a complete mobile stack that includes applications

Android, as Free Software, should appeal to Tier II/III OEMs and ODMs, who lack resources

Android strives to be a stylish phone stack

Android is based on Dalvik, a Java work-alike

OHA has a “non Fragmentation” pledge



LiMo and Android

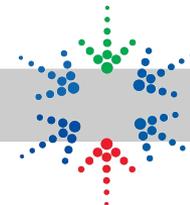
LiMo is a platform for enabling applications and services

LiMo membership represents Tier I OEMs, ISVs and operators

LiMo aims to leave “room for differentiation”

LiMo presents Linux-native APIs

The LiMo SDK has/will have compliance test suites





And a whole lot more

- CELF - Consumer Electronics Linux Forum
- ELC - Embedded Linux Consortium / Conference
- GMAE - GNOME Mobile and Embedded
- GTK - GIMP Tool Kit (Basis for GNOME)
- LSB - Linux Standards Base
- MID - Mobile Internet Device
- MOTOMAGX - Motorola Linux-based Platform (was L+J)
- OMA - Open Mobile Alliance
- OMTP - Open Mobile Terminal Platform
- OSDL - Open Source Development Lab (MLI, CGL)
- Qt - Trolltech Application Framework (Basis for KDE)
- TLF - The Linux Foundation (LSB)



Projects, .orgs, and Handsets

Mobile/Embedded OSS Projects and Consortia

- CE Linux Forum
- GMAE
- GPE
- Handhelds.org
- Hiker Project
- Hildon
- Limo Foundation
- Maemo
- Moblin
- Open Embedded
- Open Moko
- Ubuntu Mobile

Commercial Linux-based Platforms and Suppliers

- ACCESS - ALP
- A La Mobile - Convergent Linux
- Azingo - Azingo Mobile
- Mizi Research - prizm Mobile
- MontaVista - Mobilinux
- Motorola - MOTOMAGX-
- Purple Labs - Purple Magic
- Trolltech - Qt/Qttopia
- Wind River - Wind River Linux

OEMs with Linux-based Handsets

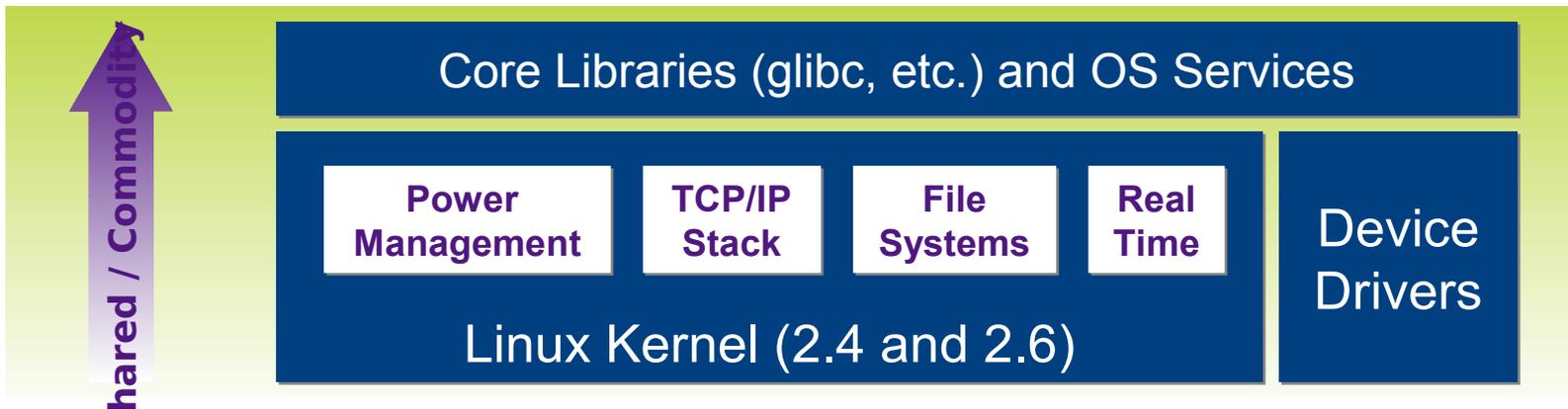
- D-Link
- E28
- FIC
- Datang
- G-Tek
- Grundig
- Haier
- Huawei
- LGE
- Longcheer
- Motorola
- NEC
- Neuf
- Palm
- Panasonic
- Samsung
- ZTE



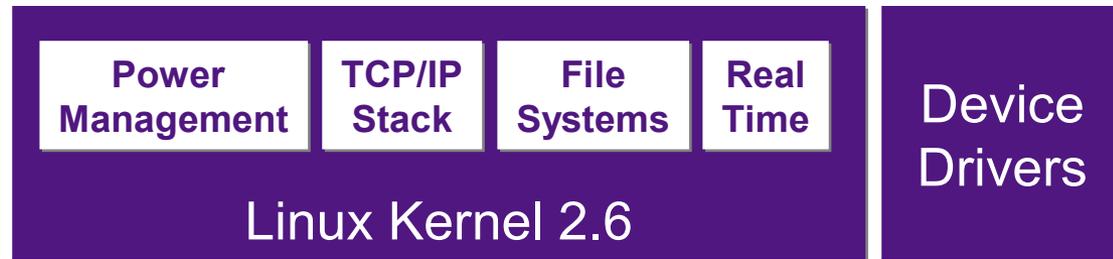
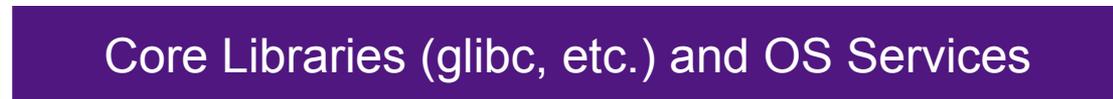
Rising Mobile Value Line

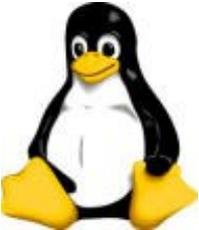
Multiple Options for Mobile Linux

Mobile Applications & Services



The Coalescing Mobile Linux Stack



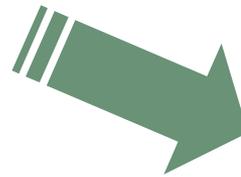

 Mobile Linux Platform Stack
 1H2008



Just When You Stopped Worrying . . .



Fragmentation Out



Developer



Balkanization In