



FLUFFY SPIDER TECHNOLOGIES

LINUX AS A PLATFORM FOR SMARTPHONES

AN FST WHITE PAPER

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Fluffy Spider Technologies Pty Ltd.
Suite 87
330 Wattle Street
Ultimo NSW, 2007

phone: +61 2 9281 9055
fax: +61 2 9281 2944
email: info@fluffyspider.com.au
web: www.fluffyspider.com.au
abn: 72 070 239 217

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INTRODUCTION

The market for PDA devices in the business sector continues to grow, but more slowly than in previous years. The market for other mobile devices such as phones and convergent devices, Smartphones etc.. is growing at a greater rate. The customers of these other mobile devices are a mixture of business and general consumers.

An Original Equipment Manufacturer (OEM) can grab market share by:

1. Offering new, advanced features and services, of a high quality, that will capture the imagination of the consumer and build a new customer base.
2. Providing a low cost platform.

This document outlines low cost platform, Linux, that will help equipment manufacturers gain new ground in the highly competitive mobile device market.

Linux as a platform for Mobile, PDA and embedded devices is a cheaper, more stable and more open alternative than proprietary operating systems. It is known for its usefulness as a multipurpose platform and for its rock-solid stability.

COST

One major benefit of Linux as a platform is its cost effectiveness. Equipment manufacturers pays expensive licensing fees to Microsoft for the Windows operating system. It is understood that licensing costs are within the range of \$40USD - \$90USD per unit for volume (with discount).



If the per-unit license fee was reduced to \$0USD - \$10USD the profit increase for the OEM would be significant. Furthermore the end price of the product could be reduced making it more attractive to the customer.

An example of a low cost, good quality platform is Palm. Palm is still the major platform for mobile and a lot of that is to do with the cost.

DIFFERENTIATION / BRANDING

Currently there is no good way for to OEM to differentiate itself from competitors in the PDA market. Hardware features across brands are almost the same. Software on PDA devices are identical. In fact the consumer considers them to be PocketPC devices and not Toshiba, HP, Dell, JVC, etc. devices.

Providing a unique solution, with a good looking, custom, user interface that is of high quality means **the PDA will look like a YOUR product first.**

CONTROL

Licensing an Operating System from a vendor limits the OEM's control.

Working with Linux, the OEM has:

- ✓ Freedom to choose what software is included.
- ✓ Control over the look and feel.
- ✓ Control over the interoperability with the rest of the system and with other systems.
- ✓ Control over drivers.

Furthermore, an Open Source solution guarantees that the OEM always has access to the source code.



CONSISTENCY / BRANDING

Using a Linux solution for multiple hardware platforms, such as Notebook, PDA, Phone, Home Media Station, Car Audio, other consumer electronic (home theater, TV etc.) means that a **consistent look and feel** can be obtained across all those devices.

The products can look like YOUR products not Microsoft products.

ACCEPTANCE OF NON-MICROSOFT SOLUTIONS

In the field of mobile devices such as the PDA and Mobile Phone, there is a high level of customer acceptance for non-Microsoft solutions. On the PDA there is:

- Palm
- Linux (Zaurus)
- Linux (Yopy)
- Linux (others)

On the phone there is:

- Symbian:
 - Nokia
 - SonyEricsson
 - Siemens
 - Motorola
 - Samsung
- Palm:
 - Treo



- Kyocera
- Samsung
- Linux:
 - Motorola
 - NEC
 - Others

All of the above systems are:

- ✓ Highly successful
- ✓ Well supported
- ✓ Well accepted
- ✓ Integrated
- ✓ Profitable
- ✓ Not committed to Microsoft and therefore free to choose their own path in terms of look, feel, software, hardware and pricing.

COMMERCIAL AND COMMUNITY SUPPORT

Fluffy Spider Technologies is a Linux Operating System and Linux Application Vendor. We provide Linux. We provide applications for Linux. We support what we sell. We have an international client base.

There are other Linux vendors such as Redhat, MontaVista and SuSe who provide commercial Linux support.

Besides the standard commercial support that is offered by all Operating System Vendors, Linux has the benefit of a large community base.

Many software developers actively support all levels of Linux from the OS itself to drivers, middleware and applications. The community is active and



responsive. The base of Linux community developers, forums and resources is substantial. If there is some difficulty in adapting Linux or an application to specific hardware in a specific situation the chance is that someone else has already solved the problem.

Fluffy Spider Technologies can provide an interface to the Linux community for commercial customers. We are able to harness the community for the benefit of our customers.