



A conceptual model for mobile software Software Stack □ Kernel Application Suite the core of the SW (HW drivers, memory, e.g. Obigo, Jataayu, Access filesystem, and process management) third party applications □ Middleware The set of peripheral software libraries User Interface Framework (messaging and communication engines, WAP e.g. GTK+, miniGUI, Trolltech Qtopia, TAT, Digital Airways, MSX renders, codecs, etc) □ Application Execution Environment **Application Execution Environment** An application manager and set APIs e.g. Java, Adobe Flash Lite, Openwave MIDAS, Trolltech Qtopia, Qualcomm BREW, .NET Compact Framework □ UI framework A set of graphic components and an interaction framework Middleware e.g. Open Plug, SKY MobileMedia, Real, Gstreamer, □ Application Suite mFormation The set of core handset application (IDLE Software screen, dialer, menu screen, contacts. Kernel and Hardware Drivers calendar, etc) e.g. Nucleus, MontaVista MobiLinux, Wind River, Qualcomm AMSS/REX, Symbian OS, ENEA OSE Hardware Hardware platform e.g. TI, Marvel (Intel), Infineon, Qualcomm, Freescale. Philips, Skyworks Source: VisionMobile



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Not all customers or licensees are shown

Source:vendor data

Smartphone OS Market Share by Region

Smartphone OS market share by region, 2006 Source : Canalys



2004 smartphone unit sales by region by OS vendor





Quarterly worldwide smartphone sales by OS vendor



Linux	for mobile handsets
 Benef Lin Th Lin Te Sev 	its fux is designed to avoid single-vendor domination e Linux kernel has been ported to more than a dozen chipsets fux is cheap and open to innovation chnically competent and cost-effective for converged devices veral governments (most notably China) support Linux
Challe	enges
□ Ih □ Dis (ex	e Linux kernel is optimized for desktop and embedded stribution lack the feature set requested by network operators (cept Vodafone?)
🗆 No	consensus on Linux's APIs
🗆 Mi	tigating legal challenges



What is Android?

Android is.....

a software stack

for mobile devices

that includes an operating system, middleware and key applications.

developing **applications** ... using the **Java** programming language.

History

□2001 search service for wireless device □2005

Acquire Android (Andy Rubin : Danger CEO, Development Sidekick of T-Mobile)

Acquire Skia (2D Graphics for mobile device)

Acquire RegWireless (Browser and Email for mobile device)

Move Engineers from PalmSource (Dianne Hackborn, etc...)

□2007.11 Android SDK Release, OHA

□2008. 1H Android Developer Challenge

□2008. 2H Android Phone

Features

- Application Framework
 - □ Enable reuse and replacement of components
- Dalvik Virtual Machine
 - □ Optimized for mobile device
- Integrated Browser
 - □ Based on the open source WebKit engine
- Optimized Graphics
 - \Box Powered by a custom 2D/3D graphics
- SQLite
 - □ For structured data storage
- Media Support
 - □ For common audio, video, image formats (MPEG4,H.264,MP3,AAC,AMR,JPG,PNG,GIF)
- GSM Telephony
 - □ (hardware dependent)
- Bluetooth, EDGE, 3G, and WiFi
 - □ (hardware dependent)
- Camera, GPS, compass, and accelerometer
 - \Box (hardware dependent)
- Rich Development Environment
 - □ Device emulator, Debugging Tools, Memory/Performance Profiling, Plugin for the Eclipse IDE

Android Architecture







Manager

Views Sample

Views/Lis	sts/Example 1		Views/Grid/2. Photo Grid	Views/ImageButton/Example 1						
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Future of Android

Business model

- □ Organize the world's information and make it universally accessible and relevant
- □ No direct-advertising component in the platform
- □ Search and Advertisement (Network+Desktop \rightarrow Mobile+Phone)
- □ Will NOT make A gPhone
- □ Google 700Mhz bid?

A broad developer community

- □ ASL (Apache Software License)
- □ Linux Kernel is licensed under (GPLv2)

Developer Challenge

- □ \$10 million in awards
 - Challenge I : Emulator Version (Jan 2. 2008~)
 - Challenge II : Handset Version (The second half of 2008)
- \Box Opened Project (~12/12)
 - Social Network (with 2d&3d animation)
 - FPS : Wi-Fi Army
 - Location Search : with google map
 - Drive By Ad. : Location base Ad.
 - Car Navigation
 - Mobile Shopping
 - Ebook with full text index : google phone search?
- □ Location Base!
 - Almost Location Base Service except ebook, Social Network (over 80%)
 - Small group is discussing game/PDA apps

Mash Up

- Mash-up
 - New service with existing information
 - □ Not supported directly yet
- Source
 - Google : <u>www.google.com</u>
 - ride finder
 - maps : street view
 - search by location
 - video & youtube
 - mash-up editor
 - gtalk
 - GoogleMobile : www.google.com/m
 - gmail
 - calendar
 - notebook
 - docs
 - reader
 - picasaweb
 - \Box 3rd Party?

Android

- □ H/W Support
 - GPS Location
 - Compass Direction Sensor
 - Accelerometer
 - Camera(Still/Video)
- □ Network Support
 - GPRS
 - 700MHz W-MAN
 - Wi-Fi
- □ Intent
 - Access Service via URL
- □ XMPP
 - Google Instant Message

