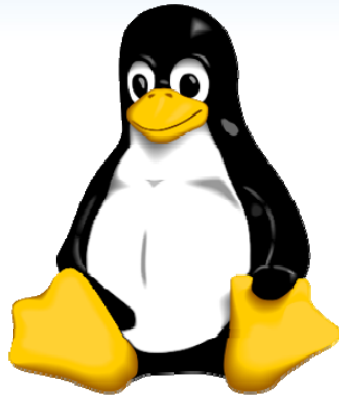




MOTOMAGX



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Open Source Software within the Asian Enterprise

Rafael Camargo
Director, MOTOMAGX Platform



Motorola joins the GNOME Foundation



MOTOMAGX



MOTOROLA



GNOME™



MOTOMAGX

Motorola & Linux (2003 thru 2006)



A768/760



E680



MING



ROKR E6

Motorola & Linux (2007 and beyond)



MOTOMAGX



ROKR Z6



RAZR2 V6



ROKR E8



ZN5



Motorola OSS in Asia



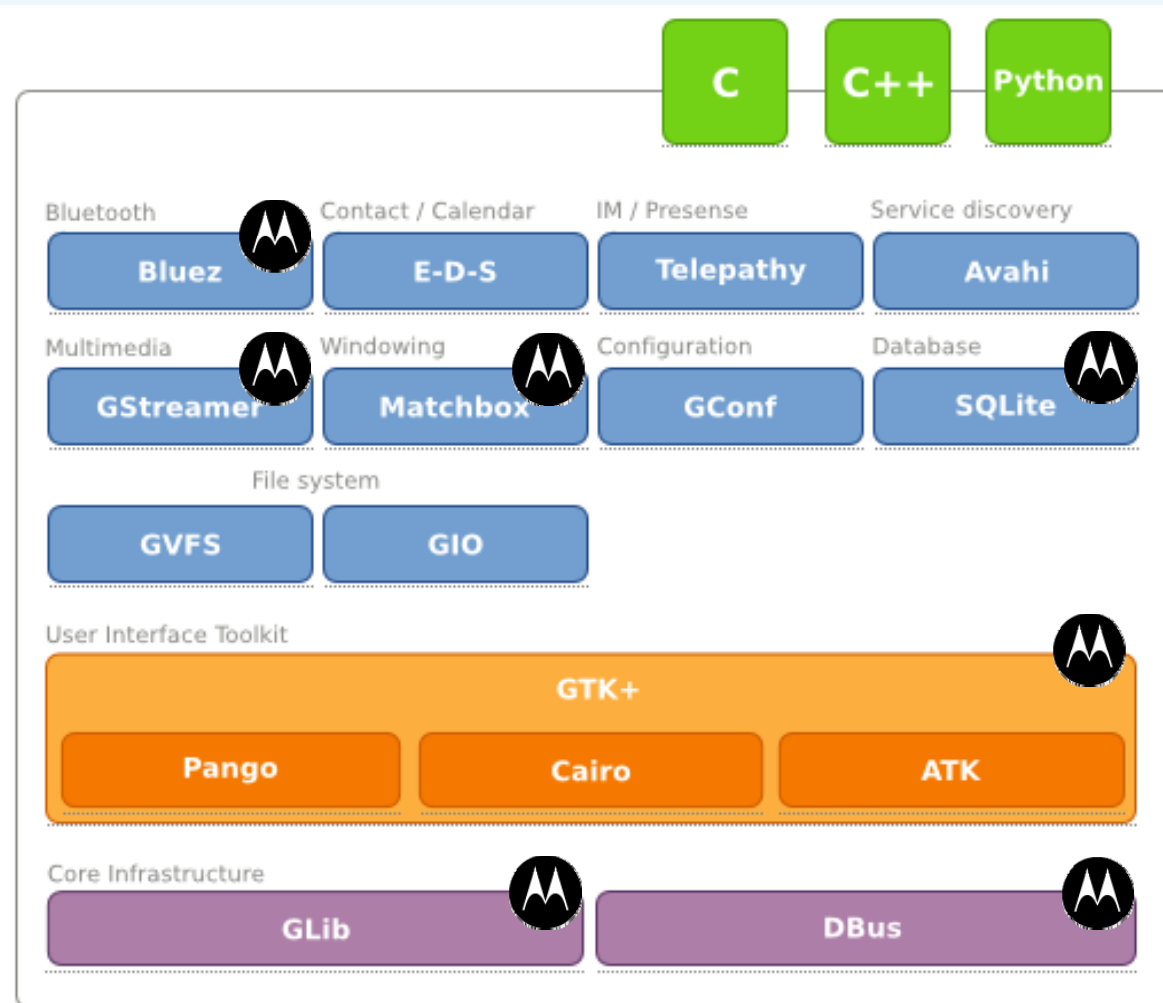
MOTOMAGX

- 10+ Mil Linux Mobile Phones shipped worldwide
- Core Linux Software Platform Team located in Beijing
- All GNOME Software Components integrated in China
- Collaboration with OSS companies coordinated by the team in China (i.e. Fluido, ...)

Motorola & GNOME Mobile



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Corporations and Open Source

- Fulfill the spirit of open source licenses, not just the letter.
- Work with the open source community
- Contribute back the code
- Do not fork!
- Build the code directly in open projects



OSS Communities and Corporations

- Understand the **why** of corporations and OSS (not always evil or stupid!)
- Size the **benefits** and **opportunities** of corporate developers in your project
- Many major open source projects are driven by **corporate developers** and/or **corporate funding**
- Open source development is a **business**, not just a hobby



Benefits of Open Source to Corporations

- Community development is very effective
 - Large number of smart and passionate developers innovating
- OSS code is robust
 - Less buggy than the code we develop!
- Software licenses known up front
 - No license negotiation!
- OSS code is not free
 - ... but it is the best return on investment available

Developer Opportunity



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2008



2.8 Billion **Subscribers**

1.2 Billion **Handsets Sold Last Year**

2,283 **Cell Phones Purchased Each Minute**

245 **Births each minute**



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Opportunities Plenty

TV Sets
1.5B

Mobile Phones
2.8B

Credit Cards
1.4B

Landline Phones
1.3B

Internet Users
1.1B

PCs
850M

Cars
800M





MOTOMAGX

Motorola's Offer

Richer Experience, Rapid Innovation

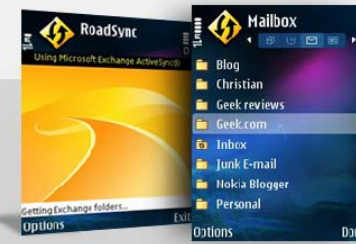
JavaME Applications



Web 2.0 Applications



Linux Applications



MOTOMAGX Platform

Flexible
and Scalable

Strengths
of Linux

Strong
Ecosystem



MOTOMAGX

Our vision for GNOME

- Accelerate GNOME Mobile
- Create a compelling mobile user experience
- Mobile UI FW fully hardware accelerated
- Expand support for mobile standards
- Engage both corporate developers and open source communities

