

OSiM 2007

OPEN SOURCE IN MOBILE

18-19th September 2007 // Mirasierra Suites Hotel // Madrid, Spain



The World's Largest Forum for Mobile Linux and Open Source

OSiM 2007 responds to the explosive growth of Open Source and Linux integration in mobile devices. It provides the depth and breadth of information you require as you enter this complex space; bringing together the key players in this new ecosystem for hundreds of networking and partnership opportunities.

OSiM's solution-orientated program will benefit everyone, from the most experienced mobile strategist to the industry new-comer. With new case studies, advanced business models from both mobile and PC, and briefings from the cutting edge of research, OSiM is your key to all the commercial benefits open source can offer.

As the most innovative conference in mobile, OSiM is your must-attend event this year. It delivers:

- **Inform** your future strategy by discovering **how and why** mobile businesses are integrating Open Source
- **Learn** from the **business models, key strategies and future roadmaps** of the leading players
- **Understand** how Open Source can **differentiate your product** in today's competitive market
- **Be inspired** by successful **collaboration** between the mobile industry and developer communities
- **Meet** the key players in the new mobile Linux ecosystem

The leaders in new research and strategy...



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Brian Stevens, CTO,
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Christy Wyatt, Vice
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A Crash Course in Mobile Open Source: Economics, Licensing, Linux, Java and Beyond

Objectives

Open Source is one of the most misunderstood topics in the mobile industry, yet one which has already created commercial disruptions. Companies are now evaluating their strategy in this new brave world, whether it's Linux, Java or open source licensing. To successfully navigate in this changing commercial environment, companies must develop a solid understanding of the economics and licensing issues behind open source, as well as become familiar with the landscape of Linux-based platforms, Java, browsers and beyond.

This workshop is designed as a crash course in understanding all key aspects of open source. Workshop leaders, Andreas Constantinou and Liz Laffan, will clearly explain the foundation and economics of open source, the intricacies of licensing and patent issues, the positioning of Linux vendors and commercial deployments as well as analyse the numerous efforts beyond Linux in the 'wild west' of mobile open source. The workshop is comprehensive review of key matters in mobile open source that will help you make the best choices for your project or organization.

Who will benefit?

The day will benefit all professionals using or considering use of open source solutions; including CEOs, CTOs, CMOs, product managers, architects and developers.

Workshop Leaders



Andreas Constantinou

Andreas Constantinou is both a strategist and mobile technology expert. He is the founder of VisionMobile, a market know-how firm delivering sector analysis on the handset ecosystem, open source and mobile service domains. Andreas is also the author of Informa's strategic report on Open Source in Mobile.

Andreas has eight years experience in research, development and strategy in wireless. He specialises in mobile handsets, open source, mobile software market, device management and operator strategy. Andreas has worked on several product and marketing strategy projects for clients including France Telecom, T-Mobile, OMT, Teleca, Red Bend, Abaxia and Trolltech, and authored numerous research reports for analyst firms Informa, Ovum and ARCchart. He specialises in providing intelligence on the mobile vendor landscape, analysing market dynamics and identifying mobile industry trends. When not hopping on planes, Andreas spends his time between Athens and London.

Andreas is invited regularly at international telecoms conferences as a speaker and chairman. He serves at the board of advisors at The Astonishing Tribe (TAT), a Swedish UI technology company. He is also a monthly columnist for two telecoms print magazines, 'InfoCom' and 'Mobile Telephony'. Andreas holds a Ph.D. in Image & Video Compression from the University of Bristol, UK.



Liz Laffan

Liz Laffan is an Associate with VisionMobile with over 15 years experience in the Technology Industry. Her career portfolio comprises European Telecoms Co's, ISPs, Network Operators and start-up Technology companies. Liz has extensive commercial negotiation and vendor management experience coupled with specialist bespoke software licensing (proprietary and open source) knowledge.

During Liz's 3.5 years with Symbian, she was responsible for a number of specific software domains with regard to outsourced technology management, technical due diligence, roadmap dissemination and agreement of bespoke software specifications. In 2005, Liz was awarded 'High Individual Performance Employee' in recognition of her achievements in this role.

Currently residing in Frankfurt, Liz continues to deliberate the intricacies of software licensing, open source and German grammar: Liz has a BA Business Studies (Hons) and an MA in International Political Economy from Warwick University, with a specialisation on Trade Related Intellectual Property Rights.

Agenda

Session One. The Economics of Open Source

- What on earth is open source?
- Myths and misconceptions
- Commercial success stories of open source
- Open source business models, pros and cons
- Understanding open source culture and developers
- Corporate citizenship in open source projects. DO's and DON'Ts

Session Three. The Brave New World of Mobile Linux

- Is Linux really about open source?
- The value of Linux to the mobile industry – benefits and challenges
- Commercial update: handsets and deployments
- Linux for mass market phones: architectures and commercial efforts
- Manufacturer strategies: Motorola, Maemo, FIC, Palm
- Operator strategies in Linux: Vodafone, Orange
- Application development on Linux: what it means to developers
- The complex landscape of mobile Linux and the vendor positioning
- Comparing Linux standardisation initiatives (LiMo, LiPS, GMAE)

Session Two. Open Source Licensing 101

- Open Source Software licensing – what is it?
- Types of open source licenses – GPL, LGPL, BSD, Apache
- What is a derivative work and its impact on licensing?
- Patents in open source licenses
- 101 (nearly) reasons to license and use open source software
- Licensing pitfalls and how to avoid them – best practices for software licensing
- Open source vs third party proprietary software and licenses
- Implications of using open source licenses in the mobile device value-chain
- Training and awareness: people, processes and tools

Session Four. Java and Wild West of Open Source

- Open source operating systems beyond Linux
- What open source means for Sun's mobile Java (and what not)
- Analysing Motorola's MIDP 3 project
- Nokia's S60 WebKit: a major disruption to the browser business
- Microsoft's Shared Source Licensing
- Eclipse, a model open source community
- Funambol: a tightrope walker
- Open source hardware
- BT project Firebird: open source in mobile networks
- Open source SIP: a threat to IMS?

Conclusions

- Incorporating open source into mobile software: who and why
- Obstacles to overcome and opportunities to explore in open source

Round Table Discussion

Open discussion for all participants and audience on the issues raised during the day



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