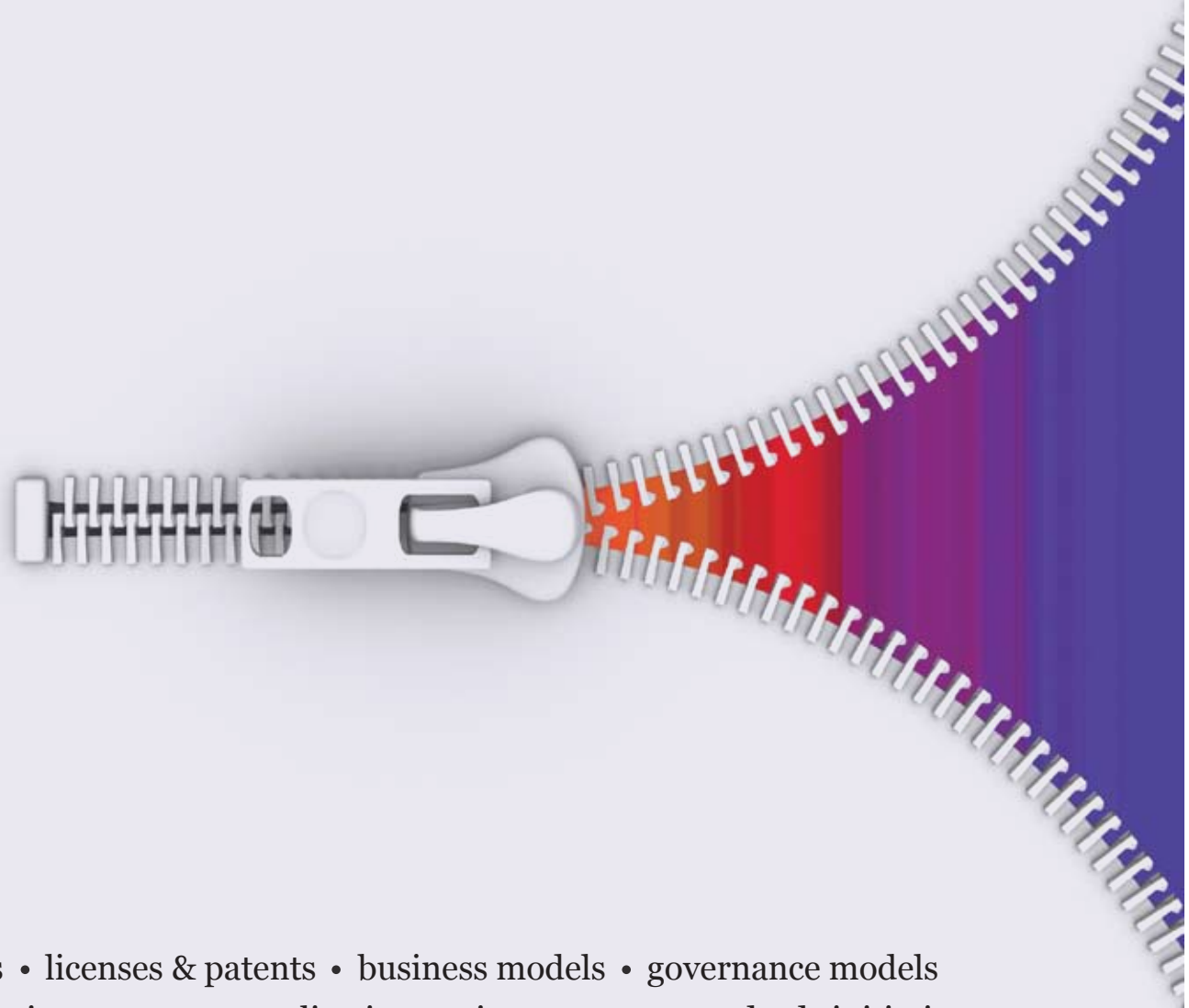




Knowledge. Passion. Innovation.

# Mobile Open Source

## 360° Training Course



- economics • cultural roots • licenses & patents • business models • governance models
- community culture • operating systems • application environments • standards initiatives
- plus 10s of case studies and tools to developing an open source strategy.

Boost your knowledge  
in mobile open source.



# Key topics covered

## ○ The Economics of Open Source

- Why open source brings fear, uncertainty and doubt
- Licensing fundamentals: Copyleft, copyright and copyleft
- The cultural roots of open source (FSF, OSI, Debian) and their importance
- What on earth is open source and what not ?
- Benefits and challenges: understanding the differences between open source and proprietary software
- Why open source is not a strategy; the what vs how of open source.
- Business models: six ways to make money from open source
- Who's who in mobile open source; mapping players and projects
- How open source is applied across the mobile software stack, from kernel to applications
- Commercial successes - and the long tail of open source
- How are handset manufacturers and network operators reacting to open source?
- How does open source impact the value line of mobile software and where is there now room for innovation and value creation?
- Understanding open source communities: autonomous vs sponsored communities and how they work
- Mapping licenses vs governance models in popular OSS products.

## ○ Open Source Licensing

- Reasons to license and use open source software
- Open Source Software licensing – what is it ?
- The 5 most-commonly used software licenses
- Comparing OSS licensing in PC vs mobile
- Understanding copyleft; weak vs strong copyleft licenses
- Comparing GPL2 vs GPL3
- An analysis of GPL3 and LGPL3
- An analysis of EPL, APL and BSD
- Mapping license provisions to company needs and risks
- Patents issues and case studies (GIF and 1-click)
- Pros and cons of dual licensing
- Legal precedents and court cases

## ○ Open source strategies and other case studies

- Mozilla: open source as a tool, not a strategy
- Eclipse: a model hybrid commercial open source community
- Netflix: the power of crowd sourcing vs traditional RFI processes
- Microsoft's Shared Source Licensing: co-opting OSS
- Funambol: learning open source licensing the hard way
- Volantis: Baby steps in OSS

## ○ Runtimes and application environments

- Understanding Nokia's acquisition of Trolltech
- WebKit: from the disruptions of 2007 to the de facto standard of 2009.
- Sun's Java: why phone ME had minimum impact to the industry
- Analysing Motorola's MIDP 3 project: strategy, claims and progress
- Google's Dalvik: Java done the devious way
- The Lua phenomenon: open source scripting penetrating mobile handsets
- AOL's open mobile platform: OSS to drive advertising revenue
- Adobe's Open Screen Project
- Maemo: best practices for community building

## ○ Operating systems

- Linux: history, desktop vs mobile, evolution vs intelligent design
- Why (almost) no one cares about the openness of Linux.
- The challenges of Linux development for OEMs and developers
- The complex landscape of mobile Linux and the taxonomy of revenue models and software offerings (incl. WindRiver+Mizi, ALP, A la Mobile, Azingo, Myriad and OpenMoko, Moblin, Ubuntu)
- Analysis: Myriad and Azingo, the leading mobile Linux distributions
- Brief update and current relevance of Maemo and Qt in the market
- LiMo vs OHA vs SF: history and dynamics
- Symbian foundation: rationale, implications, key success factors and key risks
- Why Nokia acquired Symbian and how Nokia is pulling the strings at the Symbian Foundation
- Google's Android: an in-depth analysis of the bright and dark sides of Android
- Palm's WebOS: analysis and outlook
- Why should a vendor participate in Symbian, Android, LiMo and OMTTP?

## ○ Formulating a strategy in an open source world

- The 4 roles a company can play with Open Source
- When to use and when not to use Open source in the supply chain
- Open Source as a strategic alliance (Impact on customers and partners)
- Tools of Open Innovation
- Why traditional software sourcing has to be re-evaluated for open source
- Using the Krajick model to evaluate sourcing strategies; incorporating open source into your business: how to choose a licensing scheme and what to avoid
- Assessing OSS communities as software supplier – a new set of KPIs
- Changes to corporate culture/mindset: how important is it to change corporate culture/mindset to be a winner in the open source world?
- Engaging in open source projects: DOs and DON'Ts.

## So, what's your open source strategy?

Google's Android, the LiMo Foundation, the WebKit browser core and Nokia's open source strategy for Symbian have created ripples that have displaced the industry status quo and pushed up the value line. Companies are now evaluating their strategy in this complex new world, whether it's Linux, WebKit or leveraging open source communities.

This training course is designed as an intense, one-day crash course offering a 360° analysis around every facet of mobile open source. The course offers unprecedented insight across all aspects of open source, based on over 100+ interviews and briefings with mobile industry executives and continually updated with vendor briefings, and analysis of new developments.

This course is your only complete source of information and case studies on Mobile Open Source currently available in the market.

## What do our clients say about it?

In 2007, Vision Mobile created and led the training course 'A Crash Course in Mobile Open Source'. Vision Mobile's thorough, yet accessible, analysis and communication of ideas meant that this received glowing evaluations from delegates.

Jane Backhouse, Conference Producer, Informa T&M

It was a very good training course, well organised and very informative.

JT, Manager, Telstra

Thank you - it [the open source training course] was very enlightening!

EP, Manager, Monotype Imaging

The training course in [open source] exceeded my expectations.

MC, Qualcomm

## Cultural Roots of free and open source software



1986  
**Free Software Foundation**  
to preserve "user" rights against privatization of code led by Richard Stallman, father of "free software"  
Have authored GPL, LGPL, and acted as enforcers  
Defines four freedoms (run, study, copy, modify)



**Debian**  
introduced Free Software Guidelines  
as guidelines that expand the FSF 4 freedoms

FSF 11



1992  
**Eric S. Raymond**  
seminal thesis on open source developer culture



1998  
**Open Source Initiative**  
a standards body, maintaining the Open Source  
Definition for the good of the community  
OSI definition builds on DFSG

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## Who's who of open source

Software layer	Who's who
Kernel-level	Wind River, MontaVista, OKL4
Operating systems	for feature phones: Purple Label, for smartphones: Symbian, Ainsig, Aceos Linux: Platform, Aka Mobile, OpenMoko for MIDX, Intel Mobile, Ubuntu Mobile
Middleware	GNOME's GTK+ (and related projects - e.g. D-Bus, GStreamer), the dbno database engine and the oFono telephony stack
Application environments	Google's Android, Nokia's Maemo, Nokia's Qt, Eclipse eRCP, Sun's Java phone ME, Motorola's Java MEFP, AKA Open Mobile Platform and Nokia's Web Runtime
Browsers	Apple's WebKit, Firefox Fennec
Service deliv. platforms	Fanambol (consumer email sync), Volantis (content adaptation)
Development tools	Eclipse Foundation (manages the Eclipse IDE, used as the basis for Nokia's Carbide, Wind River tools and many others), Plus RhoMobile - open source developer tools for creating connected enterprise apps on smartphones
Industry initiatives	Symbian Foundation (EPL license), Open Handset Alliance (APL license), LIMA Foundation (open source as it builds on top of Linux), GNOME Mobile and Embedded (LGPL-licensed GTK+ and related software)

FSF 11

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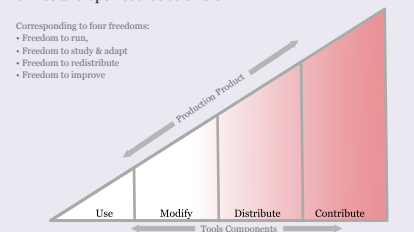
## Community dynamics



## Four roles a company can play of free and open source software

Corresponding to four freedoms

- Freedom to run,
- Freedom to study & adapt
- Freedom to redistribute
- Freedom to improve



# Format & Pricing

## Audience

The course will benefit all companies in the mobile industry using or considering use of open source software; particularly companies with a proprietary mobile software background.

The training course has been delivered to audiences from top management at handset manufacturers to line managers and lead engineers at software companies. Tailoring is advised to best suit the course to different audiences.

## Format

VisionMobile 360° training course is delivered on-site to clients on request and can be tailored to audience and client goals.



### Course duration

4-8 hours, depending on agenda

### Group Size

10-25 people



### Standard course fee

590 GBP per attendee (minimum 10 attendees)

### Course tailoring fee

2,000 GBP for moderate tailoring of the course agenda.

Please contact us should you wish to arrange additional custom research as part of this workshop.

\* pricing subject to change without notice.

\* travel costs to/from client premises are additional.

# Course instructors

## Andreas Constantinou, Ph.D.

As Research Director, Andreas oversees the research, advisory and industry mapping projects at VisionMobile. He has nine years experience in research, development and strategy in wireless, specialising in mobile handsets, software strategy and open source. Andreas has worked on several product and marketing strategy projects for clients including Sony Ericsson, France Telecom, T-Mobile, OMTP, Qualcomm, Red Bend, Abaxia, TAT and Trolltech, and authored numerous research reports for analyst firms Informa, Ovum and ARCchart. Andreas also teaches the Mobile Open Source workshop, part of VisionMobile's 360 degree workshops on complex industry sectors. His interests include uncovering under-the-radar industry trends and pursuing human-centric design. When not hopping on planes, Andreas spends his time in Athens, Greece.

Andreas is invited regularly at international telecoms conferences as a speaker and chairman. He is also a monthly columnist for the B2B telecoms magazine 'InfoCom'. Andreas holds a Ph.D. in Image & Video Compression from the University of Bristol, UK.

## Åse Stiller, BS (BA), BS (CS), MSc

Åse has 10 years experience working in the telecom industry including UIQ, Symbian and Teleca. Åse's expertise lies in software sourcing and licensing, including risk analysis and policy development, legal assessment, process assessment, corporate training, planning and intellectual property management for both proprietary and open source software.

While at UIQ, Åse was responsible for software sourcing, strategic partnerships, supplier management and open source processes. Prior to that Åse spent five years at Teleca where she led a business unit through a major change process and managed the development of a mobile messaging client, from initiative to global sales & maintenance.

Åse holds a BS in business administration and a BS computer science and in addition to that has completed a number of university courses on organizational theory and psychology.