



CHALLENGES FOR TODAY'S MOBILE ELECTRONICS OPERATORS AND SERVICE PROVIDERS

While mobile phones are still mainly used for voice today, an environment for mobile connected personal computing is emerging. Operators and service providers are anxious to deploy new devices into this emerging market place that can deliver high value data services to their customers. Also, the enterprise market is beginning to adopt mobile devices as a necessity to enable employees to be more productive and less tied to a fixed location for conducting business, which allows employees to be more responsive to customer needs.

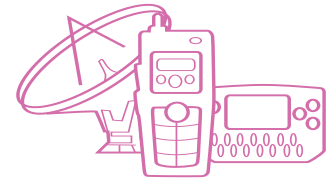
There are many competing device platforms in the mobile environment, and typically the applications on top of these platforms are incompatible and not interoperable. For enterprises, this means their mobile applications are forced to fit onto a single platform, otherwise the support, management and training costs decrease the return on investment. From the IT managers perspective, mobile applications need to evolve to support the requirements of the fastest moving industry segment in order to meet the rapidly changing needs of the business.

The operators, as well as IT managers, are looking for cost-effective ways to manage their subscribers' or employees' devices and applications. The application interoperability is also important for operators as it often means more usage. Device manufacturers face difficult choices today as the increasing number of requirements for customization of devices and applications cause increased development costs and time-to-market. Consumers can benefit from application interoperability and remote management of applications.

For the mobile industry to be effective, an active, robust application developer community is also important including operators, service providers, developers and device manufacturers. Now, the application developers need to 'place bets' on which platform will win as each different platform they support increases their development costs. In order to create the robust value chain, there needs to be a standardized platform and tool environment, which can be used for developing, deploying, and managing applications across multiple different devices on different operating systems.

THE OSGI™ SERVICE PLATFORM

The OSGi specifications fulfill the requirements of developers, operators and enterprises. The OSGi Service Platform is an open platform, which provides advanced component management capabilities for dynamically deployable applications, libraries and services.



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Flexible integration based on open standards that are modular, configurable, and scalable.

The OSGi Service Platform was specifically designed to be:

- **Secure**, so you can trust it with your valuable data and programs
- **Reliable**, so there are no unnecessary support calls
- **Remotely manageable**, so that the platform can be adapted to the wishes of its owner without great cost
- **Usable on a large variety of hardware and operating systems**. Since Java technology provides a virtual machine environment, it means that the OSGi Service Platform can run on almost any operating system or processor in existence.



This architecture allows enterprises, device manufacturers, operators and service providers to extend the platform features after a mobile device has left the factory. Services, applications and service-oriented Application Programming Interfaces (APIs) can be remotely downloaded to, upgraded in or even removed from mobile devices. This capability is the cornerstone that will allow the new marketplace for device middleware to emerge. Device middleware is expected to have the same impact on the device industry that it has had on the server industry providing value to all members of the value chain. This new middleware marketplace will create new business models, enable easier and more predictable development, and leverage mobile connected devices to rapidly penetrate vertical solution markets with deployments on multiple platforms. Who is behind this technology? Who supports the service platform? Is it already deployed and how can your company benefit from it?

ABOUT THE OSGi ALLIANCE

Founded in March 1999, the OSGi™ Alliance and its members specify, create, advance, and promote wide industry adoption of an open service delivery and management platform. The OSGi Alliance serves as the focal point for a collaborative ecosystem of service providers, developers, manufacturers and consumers.

The OSGi specifications define a standardized, component oriented, computing environment for networked services. Incorporating the OSGi Service Platform in a networked device (embedded as well as servers), adds the capability to manage the life cycle of software components from any other authorized remote network location. Software components can be installed, updated, or removed dynamically during the lifetime of a device with minimal disruption of device operation.

OSGi technology is currently being delivered in products and services shipping from several Fortune Global 500 companies. Device manufacturers and service providers benefit from the improved time-to-market, the reduction of their development and maintenance costs, and unique new after-market sales opportunities. In addition, the OSGi Alliance's horizontal software integration platform is ideal for both vertical and cross-industry business models within mobile, vehicle, home and industry environments.

PRODUCTS & SOLUTIONS

Many OSGi member companies have deployed the OSGi Service Platform in the mobile environment. For a listing of the most current deployments, to become a member of the OSGi Alliance, or for other information, please visit our website at **www.osgi.org**.

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