

Mobile Widgets: 2008

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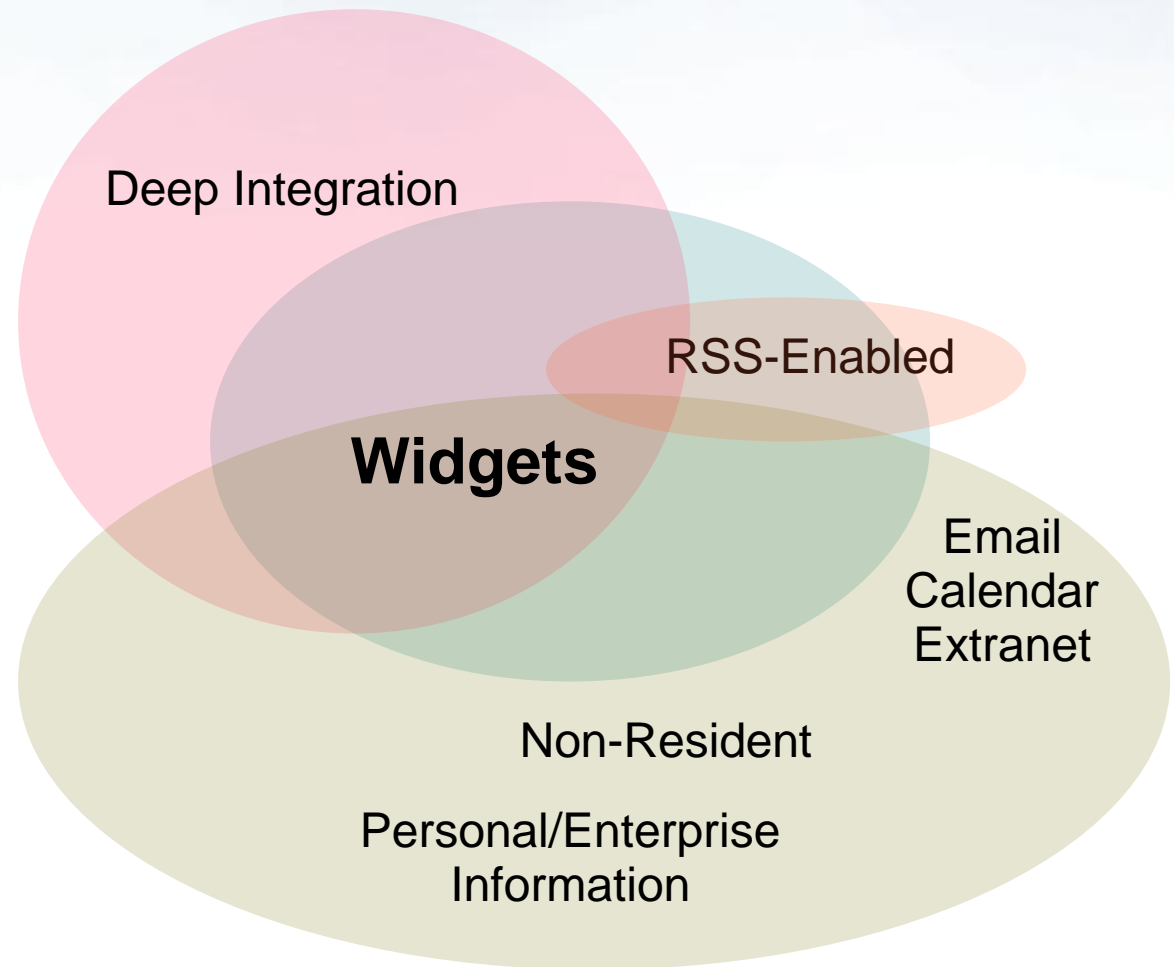


Widgets: Definition

- Small, vector graphic, data-capable, handset-resident, persistent data applications (at least within the widget environment, which can be the idle screen of the phone)
- Client-server optional

Deep Integration or Just RSS Readers?

- Presence
- Contacts
- Security?
- Malware?



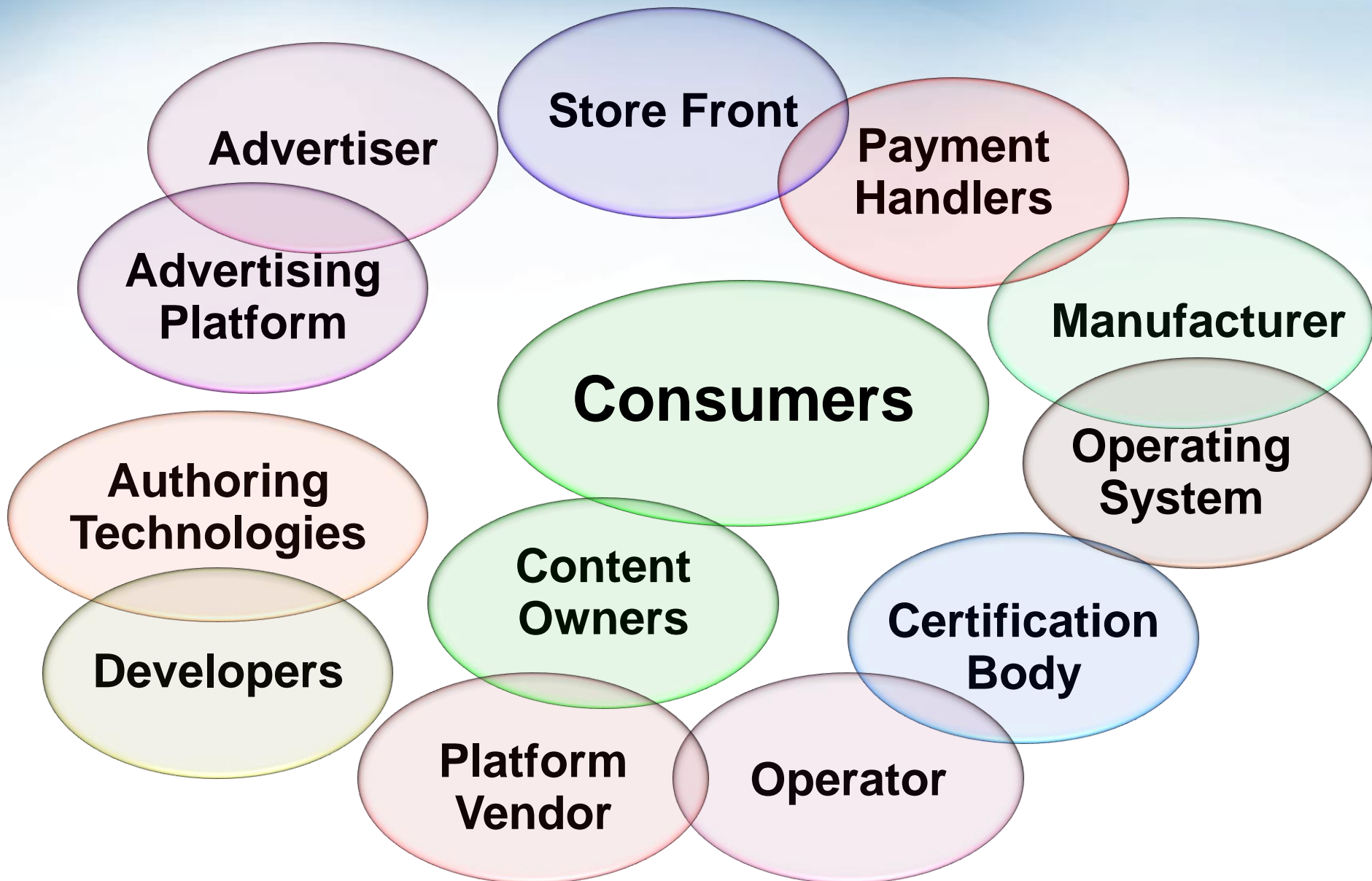
Requirements

- Cache Memory
- Internet Access
- UI Support
- Maintenance—Versioning
 - Engine
 - Policy
 - Widget-based
 - Pull, not Push!

Ecosystem Model

- Will Consumers Create Widgets? **NO**
- Should widgets be customizable? **YES**
- URLs: Too long to type in
- Widgets should be acquirable from the engine
- Widgets should be side-loadable

Widgets: Value Chain



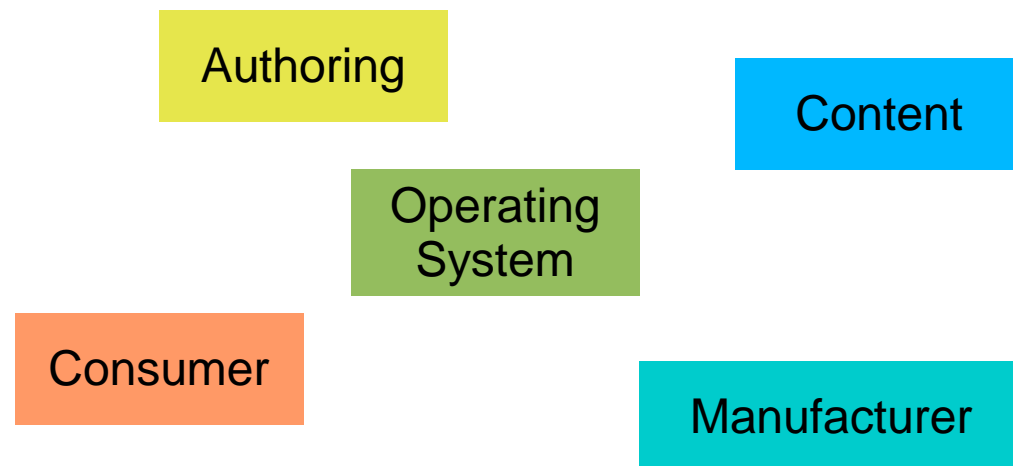
Operator-Oriented Value Chain

Operator:

- Store Front
- Brand
- Platform
- Ad Platform
- Certification
- Payments

Pay to Play:

- Developer
- Advertiser



Data: Policy Required

- No Consensus:
- Budgeted or Disposed When Inactive?
- Cost (Flat Rate?)?
- Battery Issues
- Network Impact

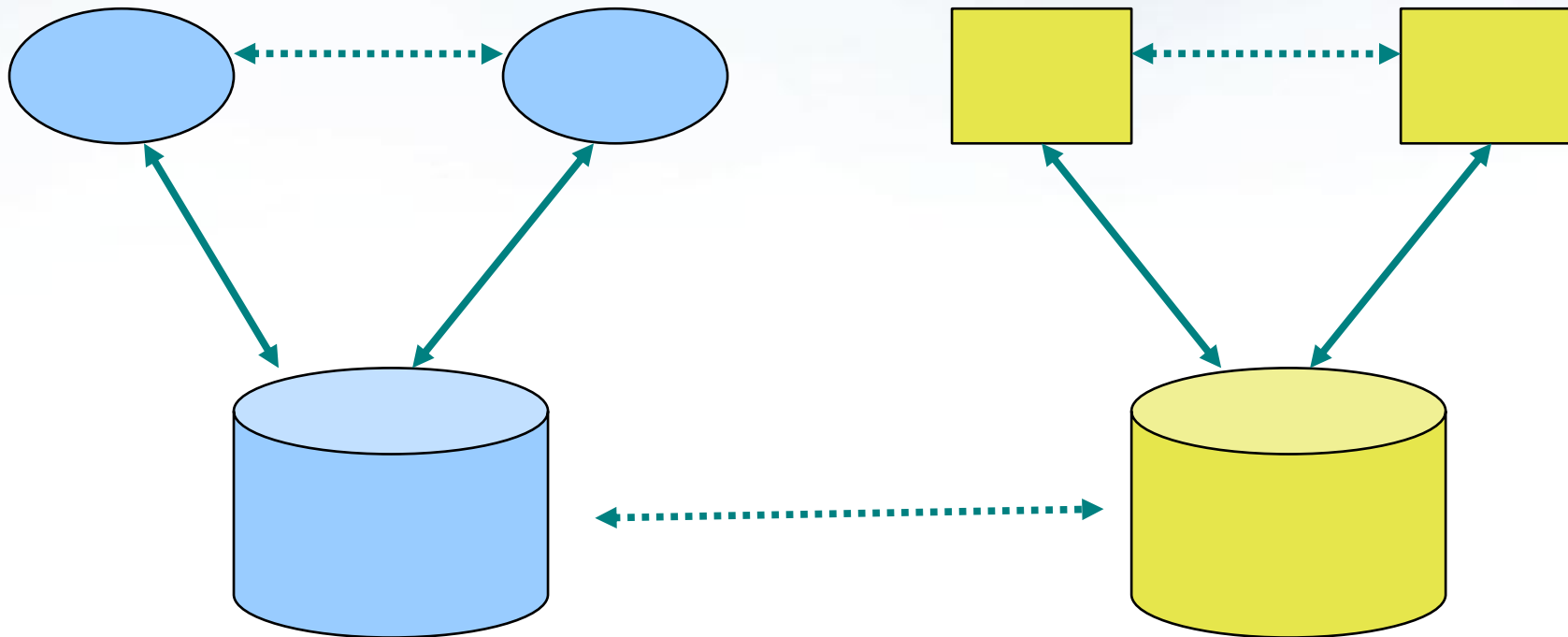
Security vs. Trust

- No guaranty
- OS-Enabled
- Device Integrity: No Crashing
- Network Integrity: No Malware
- No Disruptions
- No Central Authority? OMA?

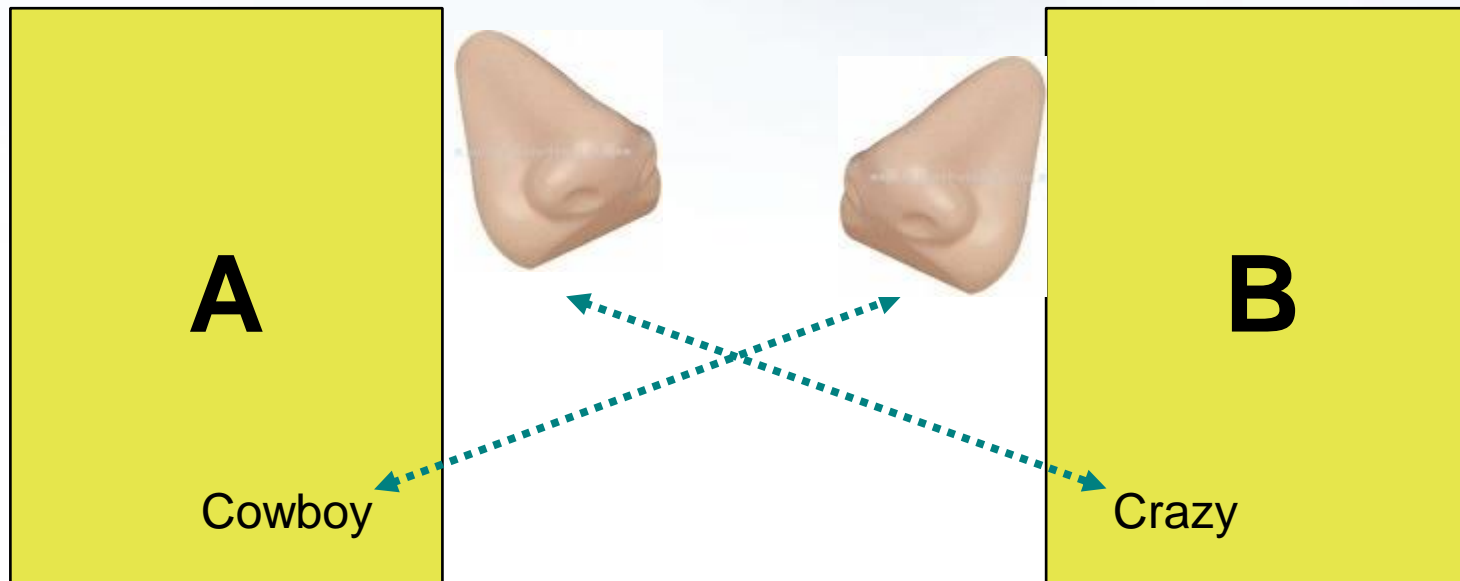
Security is a key differentiator in the competitive landscape.

Security policies are needed by the market place.

Interoperability



Shared Music Experience



Widget vs. Application

Widget

- Single/Partial Screen
 - More Client-Server
 - Narrow Functionality
 - Faster/Easier Access
-
- NotePad
 - Notifier (Mailbox Flag)
 - Alarm/Next Appointment
 - Friend, etc. Finder

Application

- Multi-Screen
 - Stand-alone/ Client Server
 - One at a Time/Full-Screen
 - Rich Functionality
-
- Word Processor
 - Email or IM
 - Calendar
 - Map

Who Wins?

- Nokia
- Qualcomm
- Opera
- Openwave
- Plusmo
- W3C
- ...

Engine must support easy acquisition of new content!

Fears about interests: manufacturers don't want to buy from other manufacturers, and GSM operators fear further involvement with Qualcomm. Plusmo is an unknown—where are their proven successes with security? And so it's Openwave and Opera that offer the best promise for widget frameworks. They are solid, secure companies with known interests.

Thank you.

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