

OPEN APPLICATION PLATFORM

**How Linux, Open Source and Trolltech
Are Disrupting the Mobile Phone Market**

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ABOUT TROLLTECH

- Founded in Oslo, Norway in 1994
- Open source and Linux pioneer
- Completed an IPO, July 2006 on Oslo Stock Exchange
 - Ticker: TROLL
- 170 employees worldwide:
 - Oslo, Norway (HQ); Redwood City (CA); Brisbane (Australia); Beijing (China); Berlin, Munich (Germany)

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TROLLTECH'S PRODUCTS

- **Qt sets the standard for high-performance, cross-platform software development**
 - Windows, Mac OS X, Linux/Unix
 - Hundreds of thousands of open source developers
 - 4,500 commercial customers
 - Dual Licensing Business Model
 - Customers: Google, Adobe, Skype
- **Qtopia is unrivaled as the application platform for efficient, flexible embedded Linux development**
 - Mobile phones, PDAs, STB, media players, and more
 - >100 manufacturers building Linux devices
 - 40 building mobile phones
 - Based on Qt



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WHY PUT LINUX ON SMARTPHONES?

DISRUPTOR #1

- Linux is a great operating system running some of the biggest servers on the Internet serving millions of users (Google, Amazon, Skype, etc.)
- Now – why on earth would you put Linux on millions of mobile handsets with limited memory and hardware?
- The hacker answer: because it can be done... ☺
- The real answer: **there are undeniable business advantages of moving to Linux and open source**

THE FIVE C'S - DISRUPTORS #2, 3, 4, 5, 6 **CATALYSTS DRIVING LINUX ADOPTION**

Complexity – Control
Customization – Cost - Community

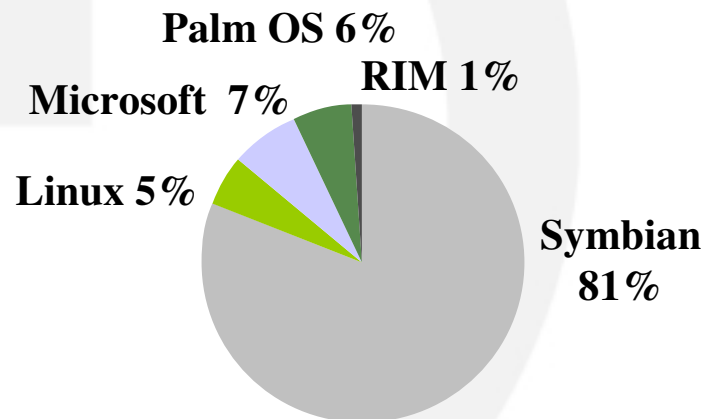
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LINUX IS THE ANSWER FOR SMARTPHONES

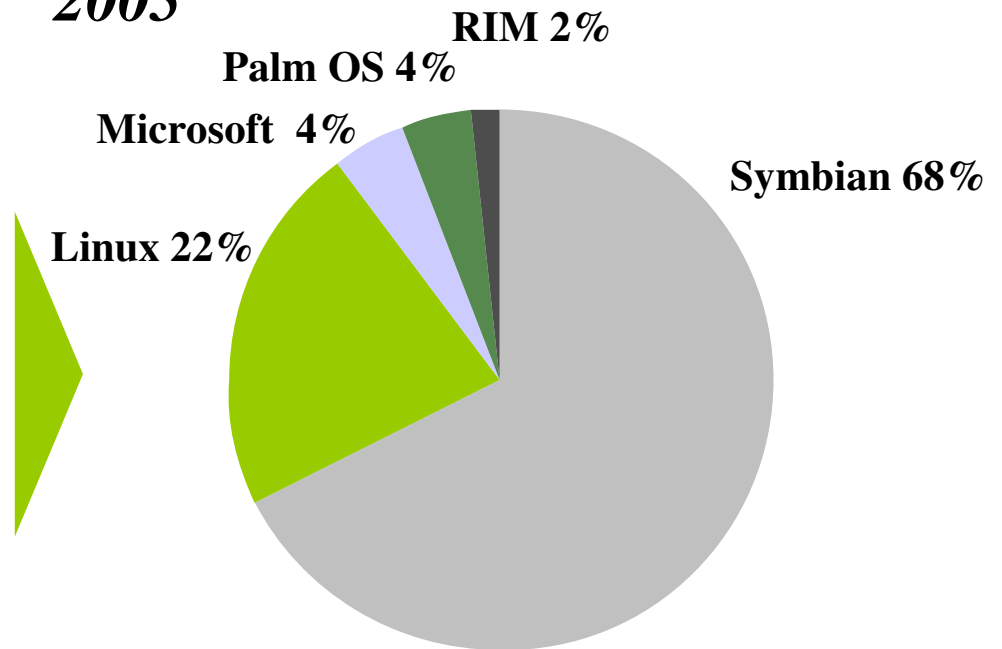
Smartphone Unit Shipments

2004



- 16.7 million shipments

2005



- 49.0 million shipments

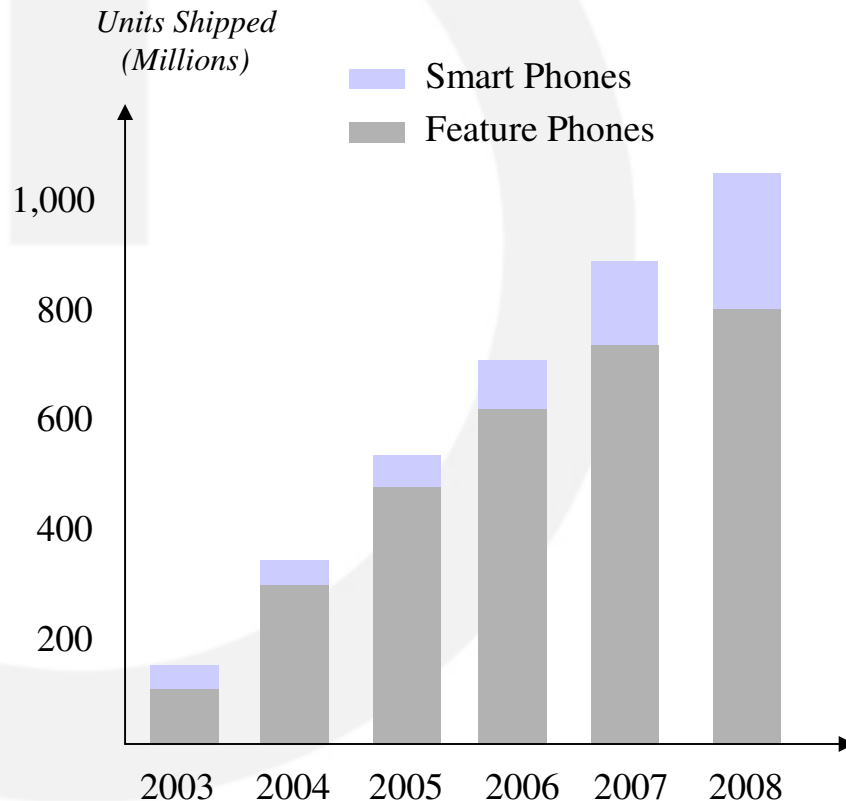
Source: Gartner 2006

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WITH HUGE POTENTIAL IN LESS ADVANCED PHONES

Phone Market Opportunity



Source: Ovum

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Why Linux?

- Robust and flexible
- Open source
 - low cost
 - large community
- Independence
 - leaves manufacturers with a choice

"Linux is open and it's free. In the end it's the only answer. For the mass, high volume market, I can't see another software platform."

Mr. Ron Garriques, President of Mobile Devices, Motorola, Inc.

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DISRUPTING THE MOBILE MARKET EVEN FURTHER INTRODUCING GREENPHONE



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WHAT IS GREENPHONE?



- Open mobile phone for development of 3rd party Linux applications
 - Enables faster development and quicker time to market
- Enables the creating, modifying, extending or testing of applications on a working GSM/GPRS mobile phone
- Fully open, customizable and re-flashable
- Targeted at commercial and open source developers, Trolltech partners, in-house software developers at operators and OEMs
- **Not intended as commercial, end-user phone** but as proof of software concepts

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GREENPHONE

BUILT UPON AN OPEN AND PROVEN DEVELOPMENT PLATFORM - Qtopia



- Includes Qtopia Phone Edition
 - Full development license and support
 - Fully customizable UIs and extending capabilities
 - Documentation & Source Code for Applications
- Microsoft, Symbian and other Linux development platforms don't offer this level of openness
 - Above and below the operating system.

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GREENPHONE COMMUNITY OF DEVELOPERS



- Backed by Large Open Source & Commercial Community of Developers
 - Trolltech's community of commercial customers number over 4500 developers
 - Deep ecosystem of partner technology
 - Trolltech and partner professional services, training and consulting

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GREENPHONE – OPEN APPLICATION DEVELOPMENT

BENEFITS FOR END USERS, CARRIERS AND ODMs



- Users
 - Phones with useful and easy-to-use applications
 - New modes of communications will become available
- ODMs
 - A choice of technology providers
 - Able to take advantage of Linux benefits & focus on hardware innovation
- Carriers
 - don't have to depend on rival ecosystems
 - can choose software for devices
 - can expand applications for vertical markets

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MAJOR SUPPORT FOR LINUX ON MOBILE DEVICES

- Motorola has announced Linux as a large part of their handset strategy
- Vodafone will include a Linux platform
- FT-Orange and other players have formed LiPS to create mobile phone development standards
 - Trolltech will announce membership shortly
- Motorola Linux mobile phone shipments in China number over 1 million*
- Linux mobile phones shipping in Europe
 - Neuf MVNO

* Canalys 2006 Report

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MOBILE PHONE SUCCESS & OTHER EMBEDDED DEVICES

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TROLLTECH MOBILE PHONE CUSTOMERS

SAMPLE LIST

- Motorola
- ZTE
- Ningbo Bird
- Cellon
- TCL
- Yuhua Tel
- Eastcom
- Lenovo
- Adbon
- Simcom
- Longcheer
- Techfaith
- Tanzda
- Datang
- Quanta
- Foxconn
- Compal
- Wistron
- Telepaq
- Leadtek



ZTE



Motorola E680i



Motorola A768

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TROLLTECH WELL POSITIONED IN MOBILE PHONES

AND OTHER EMBEDDED DEVICE MARKET

Linux opportunities from phones to embedded devices

- Linux enables software standardization across devices
- Linux has a strong convergence story and enables innovation
- The Qtopia platform is very similar across phones and consumer electronics
- Of Trolltech's >100 Qtopia customers 40 are on phones, the rest on other embedded devices



Wireless TV/handheld



Personal Video Recorder (PVR)



Home Automation



Industrial apps



VOIP Phones



Automotive/transportation



Medical devices



Video Phone



Set-top box

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SUMMARY

- Trolltech is dedicated to enabling the faster creation of mobile applications
- Linux is best suited for growing mass market
- Stay tuned! Trolltech anticipates its large ecosystem of partners and partner technologies will participate in providing software for Greenphone

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