The Evolving Nature of Market Traction in the Americas

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Why so quiet?

- Automotive - Long product lifecycles in highly competitive vertical
- Home – New pervasive services tracking to broadband adoption decreasing platform hardware costs
- Consumer Electronics – Major players no longer based in the Americas (traction in other Geos)
- Innovative Uses not tracked well – “If a tree falls in the woods and no one is there to listen….”
The Village at Tinker Creek

- OSGi Service Platform based residential gateway in each new home connecting to a community portal
- Deployed by Commonwealth Builders of Roanoke, Virginia
- Giving homeowners access to neighborhood information
  - Local news and events,
  - Security and utility management
  - Calendar sharing and instant messaging
- Other homeowner benefits expected
  - Better security
  - Lower insurance rates
  - Energy savings
  - Better resale value
Major new US Residential rollout

- Very large scale deployment in 400 cities across the USA
- Very near future
- Focused initially on energy management benefits
Automotive Multimedia Interface Collaboration (AMI-C)

- Full adoption of OSGi Service Platform Release 3 within AMI-C specifications April 2003
- Headquarters: Bloomfield Hills, Michigan
- AMI-C is a global organization of vehicle manufacturers whose members produce the majority of the world’s vehicles each year. Members include: Fiat, Ford Motor Co., General Motors Corp., Honda, Nissan, PSA (Peugeot Citroën, Renault) and Toyota.
Celestica

- eDevices - electronic monitoring devices for cars
- Headquarters: Toronto, Canada
- Deployment of tailored telematics solutions for both consumer and commercial applications around the world
So What Is Changing?

- Specifications are now products
- Products used in pilots are moving into initial deployments
- Initial deployments are scaling up
- The pipeline is filling up!
Questions?