



# 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?**