OSGi in Homes / Consumer Electronics

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A vision for the connected home
The vision becomes reality
How OSGi fulfills different needs: value in the value chain
Each product is a gateway to service delivery
A vision for the connected home

- Content convergence break the barrier between home space, personal mobility, and productivity
- Consumer want to access THEIR content WHERE they want WHEN they want
- Many different devices, reflecting mood, lifestyle and application will join a common interoperability picture
Internet streaming and TV live together in the connected products
A single console to operate all devices
Digital content is accessible from any room via new connected devices
PC reaching the living room in via portable monitors
The remote control becomes the dashboard for the connected home
The vision is becoming reality. The standardisation world is joining forces to make the dream a reality. The keyword is interoperability.

The top down and the bottom up model, both already moving, will meet at mid way.

The Consumer product can reach the critical price point only in a global dimension: the solution shall support regional differences, local business models and practices.

UPnP, DHWG, Wi-Fi, as well as dozen of specific initiatives, will create the needed common ground to build successful consumer services.

A common glue is needed to ensure a smooth take off of the services themselves, across different hardware and software solutions.
Operator driven model

- Operators build their offer around services, and this is what they charge users for.
- They need a platform available on the user side.
- They need this platform known and supported by the developers of services.
- The effort to deploy a proprietary platform is huge and high risk. It would imply growing a dedicated industry of service provider.
- OSGi offers the ability to address ‘generic’ consumer devices with dedicated services.
Bottom up model

- Consumer buy services and devices. Devices fit their lifestyle, furniture, trends.
- The installed park of newly bought connected products grows spontaneously.
- Consumer would like devices fitting all the services that they need
- OSGi may turn this disordered collection of opportunities into a powerful business enabler.
What is a connected product

Consumer: A tool to enjoy (connected) infotainment services *(maximise personal value)*

Manufacturer: A common platform, enabler for the widest variety of functions *(maximise product proposition)*

Access provider: A platform to manage dedicated added value services *(maximise fidelisation)*

Service provider: a terminal to deliver the value proposition *(maximise the reachable market)*
Values across the value chain

**Consumer:** I buy products that match my lifestyle, still I want to be open to as many services as possible

**Manufacturer:** global lifestyles, global proposition

**Access Provider:** Differentiate on dedicated proposition

**Service Provider:** maximize the market reach

**Open, Standard, Secure,**
**Controllable, Renewable, Future proof**
OSGi role in the value chain

- **DEVICE PROVISIONING** (manufacturer)
  - Product Lifecycle
  - Incremental functions
  - Security, Platform integrity

- **SERVICE PROVISIONING** (providers)
  - Security, Platform integrity
  - Component based services
  - Multiple service provider
  - Quick device adaptation
  - Accounting

- **SERVICE ACCESS** (consumer)
  - Maximum freedom
  - Security, and cost effectiveness
Conclusions

- In the consumer environment, each device may become a service gateway
- OSGi offers a win-win-win situation in the value chain, with a single solution that addresses different problems belonging to different stakeholders
- Manufacturers
  - May act globally
  - Get a powerful solution for the device life cycle
- Service providers
  - May focus on services
  - A real independent service industry may fly
- Service aggregators
  - Support vertical business models on common platform
  - Benefit from availability of a wider offer
  - Focus on provisioning and customer management
Consumers

- Cheaper products
  - Standard
  - Competitive market
- Future proof
- More competitive services
- FUN and CONVENIENCE
Questions?