Developments in Europe

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Status

- OSGi vendors

- Developments / deployments / research
  - Residential
  - Telematics

- Market development

- What’s next?
European OSGi Framework Vendors

- Acunia NV
  - Telematics focus

- Gatespace Telematics AB
  - Telematics focus

- Jentro Technologies GmbH
  - Mobile devices

- ProSyst Software AG
  - Residential and telematics focus

- Siemens VDO Automotive
  - Telematics focus
Residential

- Deployment
  - BSH SmartHome, E2-Home, Philips iPronto

- Research
  - Fraunhofer, BTH, VTT
  - Several EU projects

- Consumer product companies who are OSGi members
  - Nokia, Philips

- Operators who are OSGi members
  - Belgacom, Deutsche Telekom, EDF, France Telecom, Telefonica, TeliaSonera
Telematics

- Deployments
  - Flemish Government, Sunfleet
  - Bombardier
  - BMW 5-series (soon!!!)

- EU projects
  - 3GT: close to completion - come to ITS in Madrid in November
  - GST: starting up

  - Focus on architecture, protocols and interoperability
Telematics ctd.

- Car manufacturer research
  - BMW, Fiat, Volvo, SAAB, Renault, PSA, Audi, VW, AMI-C (Ford, GM, Renault, PSA, Honda, Nissan)

- Tier one engagement
  - Siemens VDO, Bosch, Alpine, Delphi (Mecel), Marelli

- OSGi members
  - Acunia, A-MIC, BMW, Gatespace, Philips, ProSyst, Siemens VDO, Bosch, Alpine
The spectrum from vehicles to persons

- **Vehicle Centric**
  - Services tightly integrated in the vehicle
  - Diagnostics
  - Vehicle Management
  - Security & Safety
  - Emergency

- **Driver Centric**
  - Services related to a driving situation, but not tightly integrated with the vehicle
  - Road Pricing
  - Navigation
  - Traffic Information
  - Communication

- **Person Centric**
  - Services with no or little relation to driving
  - PIM (Personal Info Mgmt)
  - Entertainment
Example: The Jake Project

- Position based chat for cell phones
- ”CHEAP SMS” - pay only for GPRS traffic, not SMS premium
- Currently MIDP based, next generation OSGi (when the phones are there…)

![Image of Nokia phone with text interface showing a chat conversation between Jake, Erika, and Jonas. The screen shows a map with names and locations, and a text conversation with emojis and text messages.]
OSGi as a focal point - examples

- In-Haus
  - Duisburg, Germany
  - Collaborative research project
  - OSGi members: ProSyst, Deutsche Telekom, Fraunhofer
  - 18+ partner companies

- Telematics Valley
  - Göteborg, Sweden
  - Collaboration platform, driving several telematics projects
  - OSGi members: IBM, Gatespace Telematics
  - Total 54 member companies
Success or Failure?

**SUCCESS**
- Solid technology
- Multiple vendors
- Driving other standardization efforts (e.g. in telematics)
- Traction in education, research and development
- Reasonably healthy consulting market

**FAILURE**
- No *open* services gateways - closed systems, from one provider, monolithic update model
- No consumer traction - invisible, embedded technology
- No big technology licensing market
- **NO VOLUME DEPLOYMENTS**
So how is OSGi doing in Europe?

- Steady trickle of new projects, still mostly in research and development
- Some projects have become victims of European telco crisis and consolidation
- The overall slow market has been a road block for the emergence of new, layered business models - everyone tries to grab as much of the [small] cake as possible
It takes time…

- *As usual*, new technology takes more time to get adopted than the enthusiasts want to believe.

- Example:
  - First 802.11 work group meeting was held in 1990, broad market acceptance was not until around 2001.

- Corollary:
The OSGi World Congress in 2009 will be spectacular! :-(
What’s next?

- What do we need?
  - Commercial roll-out of large volume telematics solution with "OSGi inside"
  - Same on residential…

- We need someone to break the ground an start offering an *open* service gateway
  - Could mobile phones be first???
  - Large volumes, extremely short life cycles, need to facilitate for 3rd party content developers
  - Challenge: recruit wireless operators and service providers to OSGi Alliance
The next OSGi frontier

Evolution

We are here
That’s it folks - questions?