Challenges for Today's Consumer Electronics and White Goods Manufacturers

Consumer electronics (CE) and "smart home" manufacturers are challenged by consumer demand for easy, long-lived technologies. Consumers need confidence in the longevity of their purchase, trusting it will remain relevant after the next technological advance. At the same time, consumers want affordable media and entertainment applications and cost-efficient services on demand.

Faced with these specific demands and worldwide competition, CE and White Goods manufacturers must extend product lifecycles without retrofit. They must offer new services and extended applications as they emerge. They must increase security, customization capabilities and maintenance – affordably.

Manufacturers need a silver bullet that empowers them to answer the demands of both operator-driven and retail-driven markets, a single, modular platform that is secure and integrates many different devices with plug-and-play capabilities. At minimum, manufacturers need network-capable platforms and devices to compete in the world today.

Consumers want some security in that what they buy will be usable for many years to come, not diminished by the next technological advance that comes along.

The OSGi™ Service Platform

The OSGi Service Platform specification is the silver bullet for these CE and White Good manufacturer dilemmas. This technology allows for strategic market differentiation by painless automatic discovery, installation and management of devices and nodes in networks via plug and play capabilities. It also provides for integration of existing wired backbones and new wireless solutions that offer quality of service managed throughput.

This platform also enables support of multiple service providers on a common, modular platform with a tunable security mechanism and the ability to complement native code environment and augment pure Java™ bundles with alternative payloads such as markup languages, graphic images, and native libraries. In addition, it also permits the integration of existing software components.

Flexible integration based on open standards that are modular, configurable, and scalable.

The OSGi Service Platform was specifically designed to be:

- **Secure**, so you can trust it with your valuable data and programs
- **Reliable**, so there are no unnecessary support calls
- **Remotely manageable**, so that the platform can be adapted to the wishes of its owner without great cost
- **Universal**, so it is usable on a large variety of hardware and operating systems. Since Java technology provides a virtual machine environment, it means that the OSGi Service Platform can run on almost any operating system or processor in existence.

The OSGi Service Platform provides significant cost savings for the CE and White Goods manufacturer through a flexible and scalable integration platform based on open standards and standardized APIs and basic libraries. The modular platform enables decomposition of services and software reuse and provides reduced software maintenance costs through remote diagnosis and maintenance. The benefits of these features help to reduce time to market for new applications and provide less of a project risk through incremental improvement instead of bottom-up design for each new project. Additionally, there is reduced platform choice risk through platform independence due to the underlying virtual machine technology.

All in all, the manufacturer saves money and the consumer's product investment is secured through years of technology changes. Since software can be remotely configured and managed, costly recalls are a thing of the past. And future "killer applications" can be purchased and deployed post-sale with great efficiency. The software/hardware mismatch is resolved and obsolescence becomes obsolete.

The OSGi Alliance developed this technology and supports the platform. Successful deployments demonstrate real-world success. How can the OSGi Service Platform benefit your business?

About The OSGi Alliance.

The OSGi Alliance is a worldwide consortium of technology innovators that advances a proven and mature process to assure interoperability of applications and services based on its component integration platform. The alliance provides specifications, reference implementations, test suites and certification to foster a valuable cross-industry ecosystem. OSGi technology is delivered in many Fortune Global 100 company products and services. Member companies collaborate within an egalitarian, equitable and transparent environment and promote adoption of OSGi technology through business benefits, user experiences and forums. For more information, visit **www.osgi.org.**

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