

# MASS-MARKET SMARTPHONE SOLUTION

Mass-market smartphones enable operators to increase wireless data revenues.



Building mass-market smartphones enables OEMs to increase their share of the fast-growing smartphone market.

## A Smartphone Priced for the Mass Market - The Race is On

To date, the primary barriers to broader adoption of smartphones have been financial — the initial purchase price of smart handsets and the ongoing cost of accompanying data plans. A mass-market smartphone is a new category of mobile device that offers smartphone capabilities at a featurephone price point. Mass-market smartphones integrate significantly less-expensive components than the high-end hardware used in current smartphones.

## Broad Ecosystem Benefits

Offering smartphone capabilities, including social networking, web browsing, and access to third-party applications in the featurephone price range, creates market demand for both the phone and the data plans that support these services.

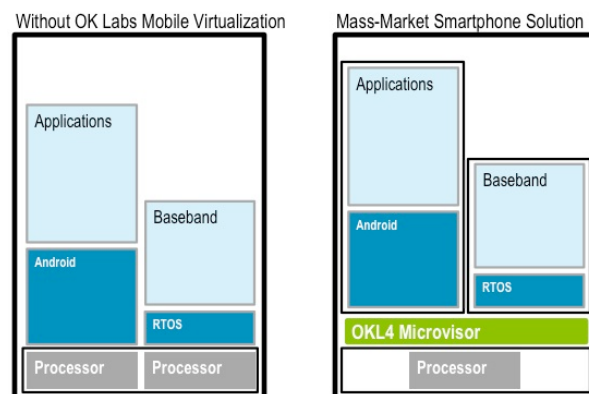
Mass-market smartphones enable mobile network operators to increase wireless data ARPU. By building a mass-market smartphone, OEMs and chipset providers can leverage this unique opportunity in a fast-growing market. Increasing the number of smartphones also increases the size of the market for applications and services offered by operators, OEMs, and a wide range of third parties.

## How to Build a Mass-Market Smartphone

To deliver a mass-market smartphone, a smartphone operating system (OS) must be supported on lower-cost hardware. Currently, smartphones are built using only the most expensive mobile chipsets, which provide separate ARM cores for the smartphone OS and the baseband software. Mobile virtualization technology changes this model. The OKL4 Microvisor enables smartphone OS support on less expensive mobile hardware.

OK Labs Mass-Market Smartphone Solution enables the creation of a smartphone for the mass market, in less time, and with lower bill of materials cost than any other approach.

The diagram below illustrates the difference between a device without the OKL4 Microvisor and a device built with OK Labs Mass-Market Android Smartphone Solution. The OKL4 Microvisor enables Android and baseband subsystems to run on the same ARM processor. This allows the use of low-cost mobile chipsets essential to the creation of a mass-market smartphone. In addition to Android, the OKL4 Microvisor is compatible with a range of smartphone OSes including Symbian, Linux, and Windows.



## Collaborative Development Model:

OK Products + VIP Services =



## OK LABS MASS-MARKET SMARTPHONE SOLUTION CONSISTS OF:

OKL4 MICROVISOR

OKL4 SMARTPHONE OS SUPPORT PACKAGE

MOBILE CHIPSET INTEGRATION

VIP SERVICES

- DISCOVERY SERVICE
- ENGINEERING SERVICES
- QUICK START
- TRAINING
- INSTALLATION SERVICES
- TECH SUPPORT

## OK Labs Collaborative Approach

OK Labs takes a highly collaborative approach to working with customers. This approach combines OK Labs software products with professional services from the Virtualization Integration Practice (VIP). The process starts with the development of clear business objectives and specific technical requirements for a new product through the Virtualization Discovery Service.

OK Labs creates a complete plan for the development of a mass-market smartphone, including an overview of the technical approach, a delivery plan, and identification of the OK Labs software products and VIP services required to implement that plan.

In deciding how to best grab a share of the mass-market smartphone opportunity, consider the following:

- First, don't go it alone. This fast-moving opportunity leaves no time for you to master mobile virtualization on your own. Combining your mobile device expertise with OK Labs virtualization and OS expertise results in the best solution in the least time and at the lowest cost.
- OK Labs is experienced in delivering mobile virtualization solutions. OK Labs expertise covers a wide range of hardware, OSes, and development technologies for mobile devices, focusing almost exclusively on mobile applications since the founding of the company.
- OK Labs has already helped bring the first mass-market smartphone to market – The Motorola Evoke QA4.
- OK Labs software products are mature, benefiting from the culmination of over 15 years of R&D that predates the founding of the company. OK Labs software products have shipped in over 500 million mobile phones to date.

## About Open Kernel Labs

OK Labs is the global leader in virtualization software for mobile devices. OK Labs software now ships in more than 500 million handsets from leading global manufacturers. Semiconductor suppliers, device OEMs, and mobile network operators depend on OK Labs to deliver solutions that decrease BOM cost, reduce complexity, and speed time-to-market.

Contact OK Labs via email at [info@ok-labs.com](mailto:info@ok-labs.com) or call +1 312 924 1445 to get started today.

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### Want to Learn More?

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