

TIZEN™ DEVELOPER CONFERENCE MAY 7-9, 2012



Expectation for Tizen

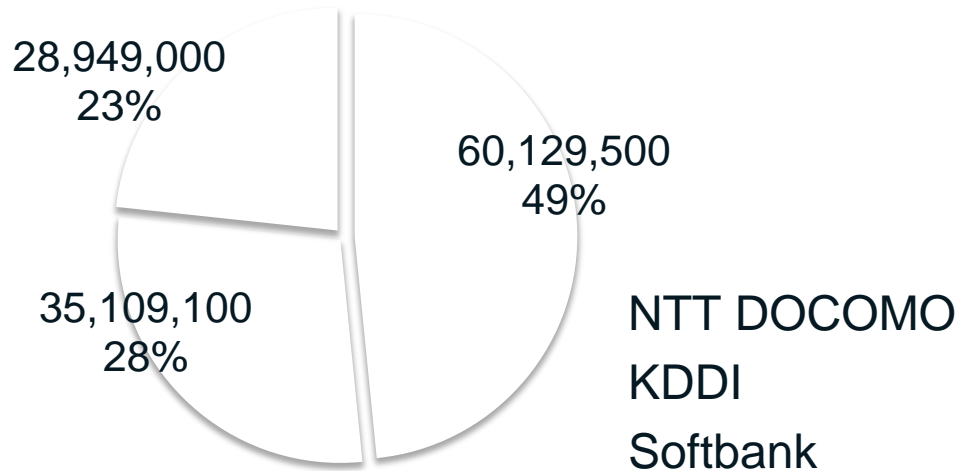
Kiyohito Nagata, SVP of NTT DOCOMO
Chairman of Tizen Association

Summary

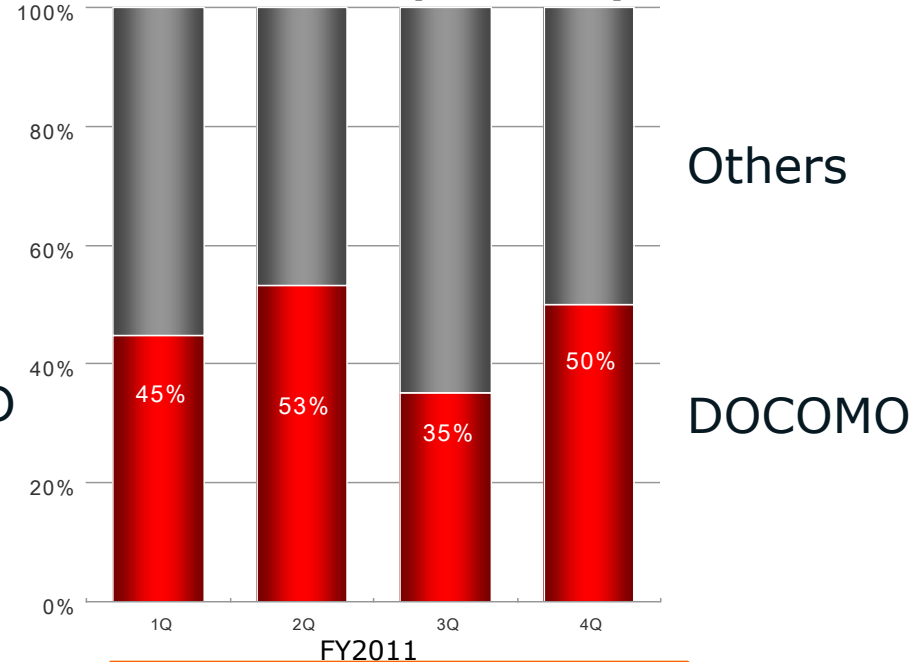
- **DOCOMO's Service/Device Strategy
(A Benchmark of Operator's Requirement)**
- **Tizen Association**
- **Expectation for Tizen**

DOCOMO's position in Japan

■ No. of Subscribers in Japan



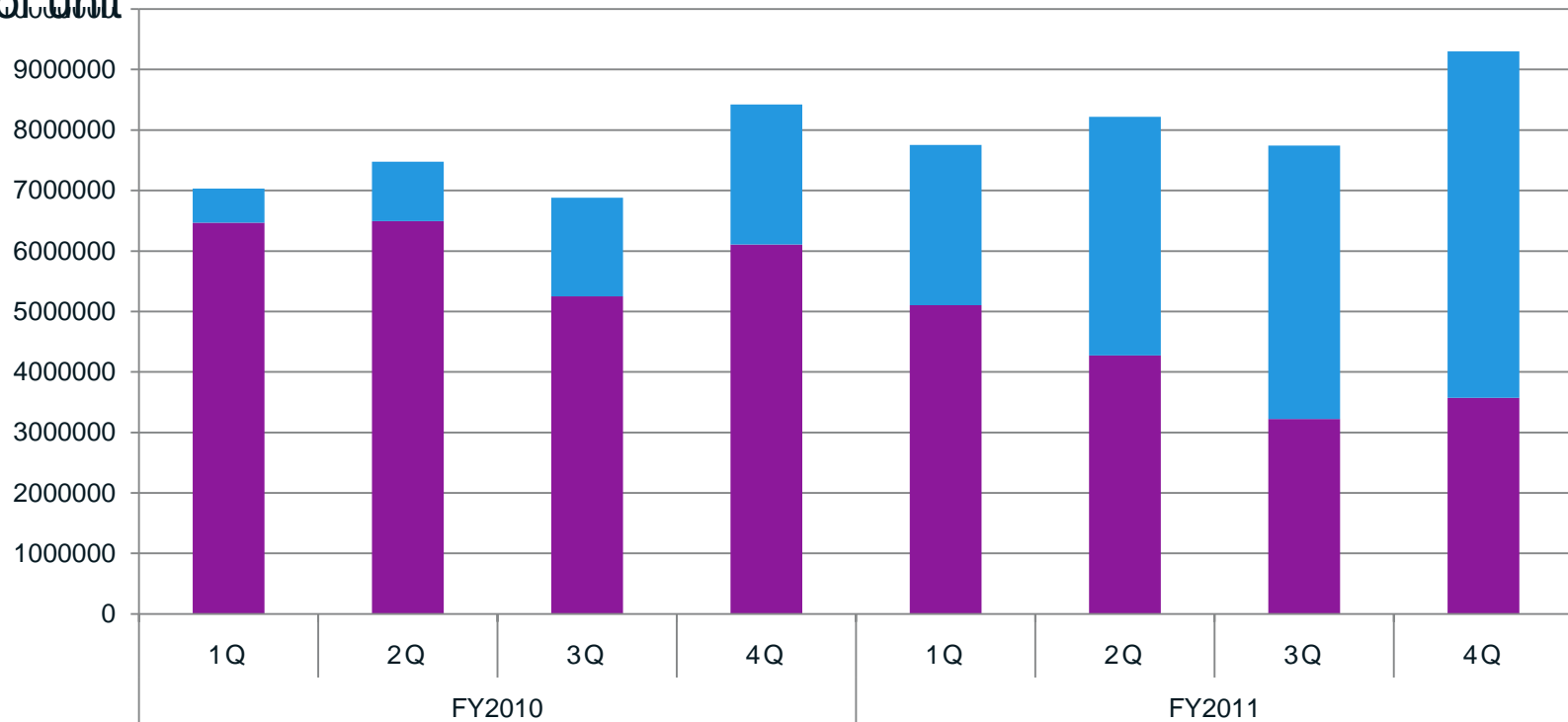
■ Market share comparison by carrier



DOCOMO's market share
Full year: Approx. 46%

Featurephone/Smartphone Sales in Japan

No. of unit



Product Series

New smartphone series



User-friendly & brings more fun to life

Innovative & broadens your potential

docomo Tablet



Feature phones



dmarket/dmenu/DOCOMO Services

DOCOMO-operated content market



dmarket



DOCOMO original content portal



dmenu



DOCOMO's wide array of services



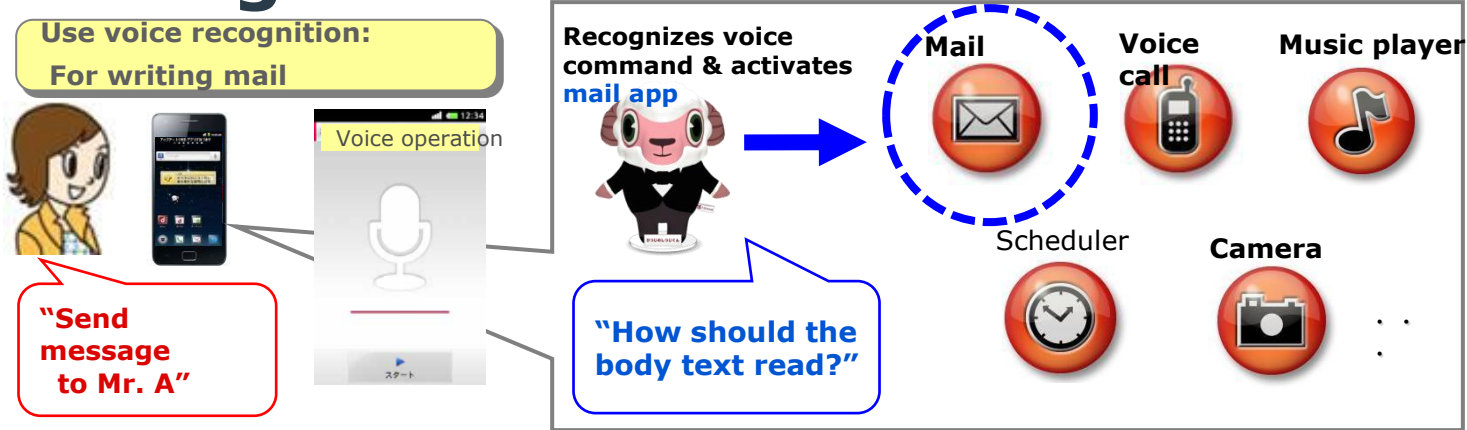
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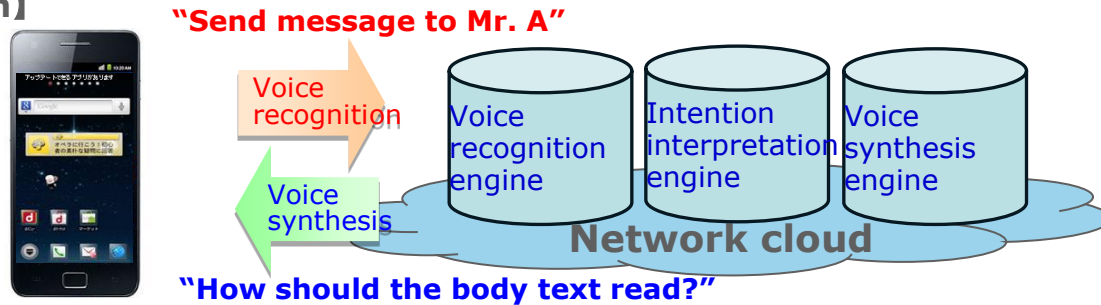
ケータイデーお預かり



Voice Agent Service



[Voice agent service features: conceptual diagram]

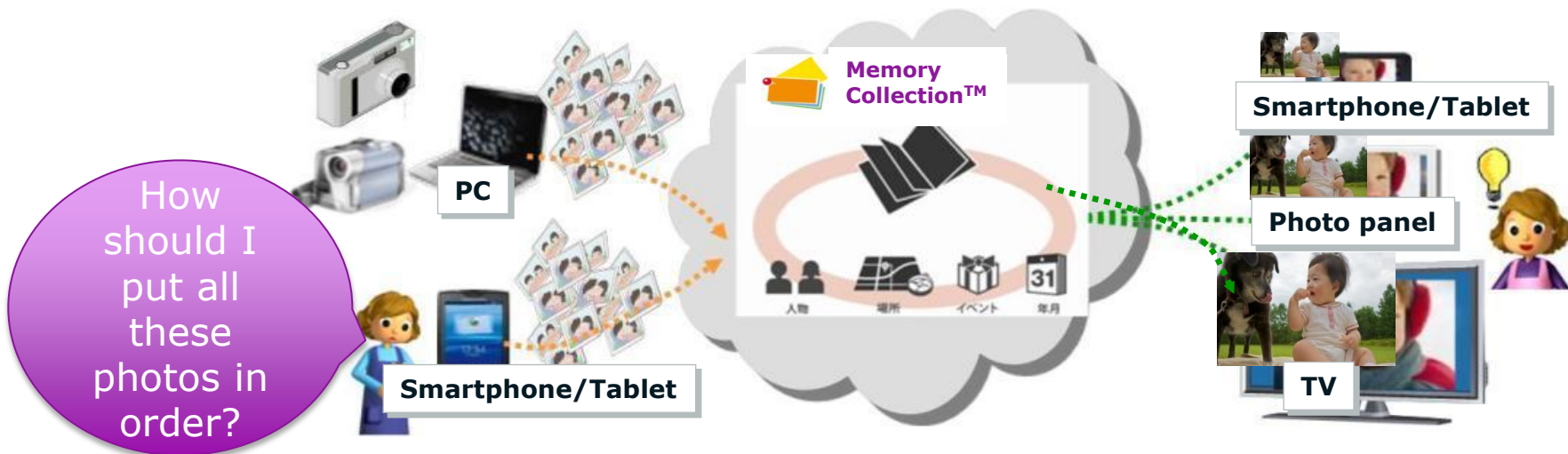


Service realized by functional split between device and network

Photo/Video Cloud Service

- Started offering a new cloud service "Memory Collection", which automatically sorts photographs and videos stored in smartphones/PCs and rearranges them by category

Organizes your memories on your behalf



DOCOMO's Clouds

Help each and every customer lead a smart life

《 Personal life agent 》

Convenience/
Fulfillment/Efficiency

Safety/
Security

Enjoyment/
Pleasure

DOCOMO's Clouds

"Personal"
Cloud

"Business"
Cloud

Network Cloud

Evolution of mobile services

New value creation

Customer satisfaction improvement

Network Cloud

Devices

Diverse product lineup



GALAXY Xperia ARROWS

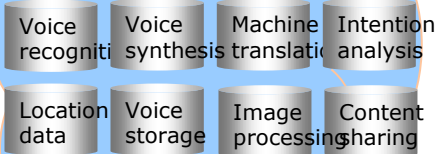


MEDIAS AQUOS REGZA

Accessible from any device

Network

Network cloud



Advanced features uniquely available from telecom operator

Creation of innovative services

“Shabbette Concier”
voice agent

“Translator Phone”

Mail translation function

Installation of Attractive Features

Features strongly demanded by customers

Waterproof



e-wallet



Broadcasting



Infrared data transfer



Introduction of new features/ services

Ultra high-speed New media



Wireless battery recharging



Features for enhanced safety/security and comfort

Emergency Earthquake warning



docomo Palette UI



Virus Scan



Summary : DOCOMO's Service/Device Strategy towards Customer Satisfaction

For Efficient Achievement



Tizen Association

- Tizen Association guides the industry role of Tizen, including gathering of requirements, identification and facilitation of service models, and overall industry marketing and education

Operator's
Requirements

Service Models

Industry Marketing

Board of Directors of Tizen Association

- Sprint has joined the Tizen Association
- First **North American Operator** in Tizen Association



Organization of Tizen Association

Operations
Representatives

Marketing Working
Group

Requirements
Working Group

Other Working
Groups TBD

Tizen Governance Model

Commercial Governance

Tizen Association

Board of Directors

Platform
Requirements

Business Strategy

App-store
Requirements

Industry
Partnerships

Project Governance

Tizen Project

Technical Steering Group

Chaired by Intel and Samsung
Contribution-based Membership/Influence

Architecture, SDK,
APIs

Community Office

Roadmap

User Interface

Compliance Test
Suite

Project Office

Expectation for Tizen

HTML5 Facilitation



Openness



Innovation and
Differentiation



Industry Leaders
Support



HTML5 Facilitation



- By HTML5, Developers can easily and rapidly create and deliver a variety of innovative applications
- HTML5 speeds app delivery across multiple OS platforms and devices
- Tizen is the cross-device open source SW platform with a comprehensive implementation of HTML5

Openness



- Equal opportunity for OEMs to participate and benefit
- Open governance by Linux Foundation
- No restrictions on applications/services

Innovation and Differentiation



- Frees OEMs to focus on innovative, differentiated solutions
- Unleashes service providers to differentiate with value-added services

Industry Leaders Support



- World's leading operators, service providers, device makers, and silicon suppliers unite to drive an open mobile OS
- Multiple choices of ecosystem players to deliver devices and services

Advantage of HTML5

Support for Multi Browser/OS/Device

Contents/Applications



Plug-Ins


Web Browser


OS


Needs to accommodate
different PlugIns/Browsers/OS

Contents/Applications



HTML5

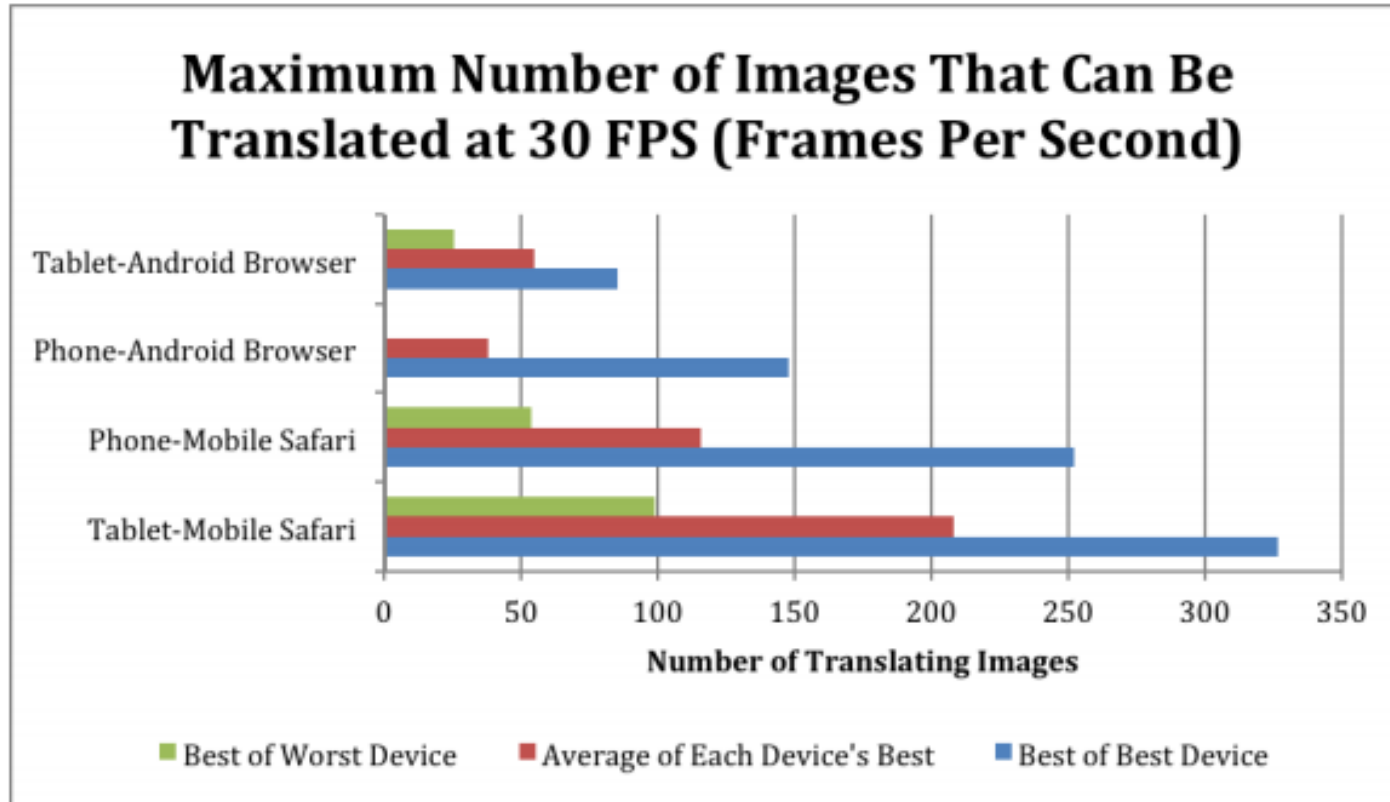

Multi Web Browser

Muliti OS
Multi Device

Reduce development cost



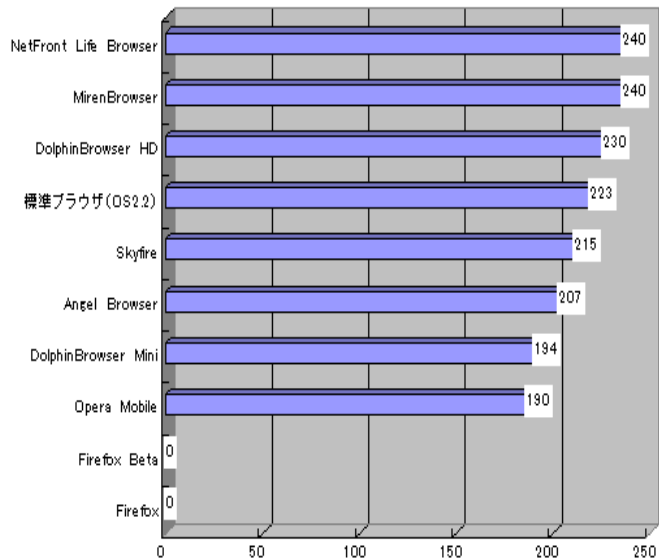
HTML5 Performance



HTML5 Performance

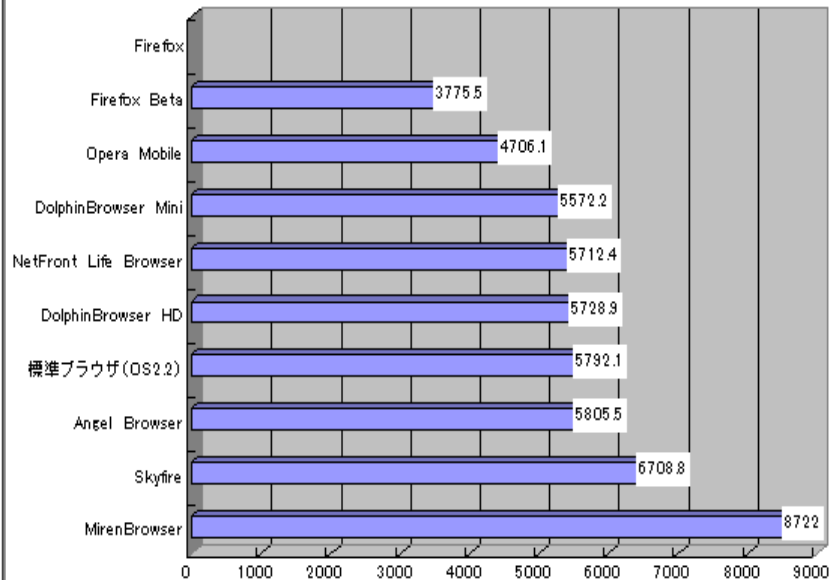


V8 JavaScript Engine



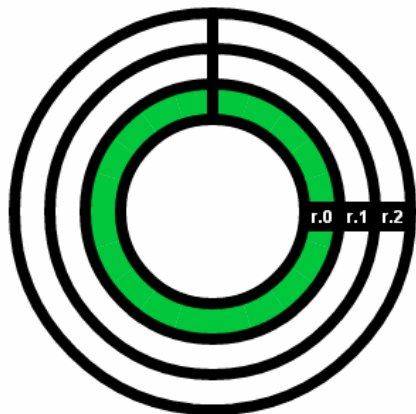
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SunSpider JavaScript Benchmark



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HTML5 Fragmentation



Ring 0 Complete (82 tests).

▶ **r.0** Ring 0 (0 failed, 82 passed.)

<http://www.rng.io/>

MOBILE HTML



Always use feature detection. Do not mirror conditions, nor platform. 379 likes, 1,665 retweets, 454 replies. This is a new feature, please try per feature and more mobile browsers soon! If you want to help or send feedback, contact us. by fit | Updates on Twitter | Blog

Trying to understand HTML5 compatibility on mobile and tablet browsers

Feature	Safari on iOS	Android Browser		BlackBerry Browser		Internet Explorer	Opera		Firefox
Version tested	iPhone, iPad	Phones (1.5-2.3)	Tablets (3.0+)	Phones (5.0)	Tablet (6.0+)	Windows Phone	Mobile	Mini	Android
Minimum version tested	3.2	1.5	3.0	5.0	1.0	9	11	5	0
Application Cache (W3C API, Offline storage, manifest)	✓	✓ 2.1+	✓	✓ 5.0+	✓		✓		✓
Web storage (W3C API, Persistent and session storage)	✓	✓ 2.0+	✓	✓ 5.0+	✓	✓	✓		✓
Web SQL storage (W3C API (no active), Persistent SQL-like storage)	✓	✓ 2.0+	✓	✓ 5.0+	✓		✓		
Geolocation (W3C API, Geolocation & tracking Using GPS, with or without)	✓	✓ 2.0+	✓	✓ 5.0+	✓	✓	✓		✓
Media	✓								

<http://mobilehtml5.org/>

Further Expectation

Support for
Other OEMs

Support for App
Developers

Avoid
Fragmentation

High
performance of
HTML5

For Tizen Project

Innovative
UI/UX

Create Apps for
Operator Service

Enhance
Security

Protection of
Digital Contents
Delivery

For Device/Software Vendors

Attractive
Tizen Device

Attractive
Tizen
Ecosystem

Role of Tizen Association

Open for All Device/Application Developers

Support Application Develop Environment

Create new business opportunities

Create Innovation!

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