IOT Brings Fragmentation in Platform
物联网带来平台的多元化

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IOT market is booming

- Next tens of billion device is out there

IDC predicts that the global IoT market in 2020, the scale will be 1.7 trillion dollars the average conversion rate of 16.9%
IoT will be everything

Smart Home, Smart Transportation, Smart Medical, Smart Energy, Smart Industry and Smart Other........
Fragmentation happens....

- Smart phone
- IOT Devices
## Fragmentation of the Technologies

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<tr>
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<th>Smartphone</th>
<th>IoT Devices</th>
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IOT – Post Smartphone Age

The key technology for IoT:

❖ Low power wireless transmission technology (BLE, WiFi, 6LowPan...)
❖ Customized OS technology (Android, Linux, RTOS)
❖ Sensor technology
Ecosystem is growing around IOT

SW OS
- Cloud Partners
- Partners
- Silicon Partners

Services
- Tools
- Technology

• Shared vision
• Commitment to openness & standards
• Enable scale
• Collaboration

mbed OS mbed Device Server

Enable commercial deployment of IoT devices and services

Open HW

Sensors

- ARM mbed

Internet of Things

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China IOT is still in the early stage

- Lack of mature platform
- How to move from prototype to product
- Big company is yet to join
- Internet to IOT
- Gap between services and devices
Company Profile

Worldwide leading smart device platform technology provider

- Providing leading hardware design and mobile OS technology to reduce development costs and shorten time-to-market.
- Founded in March 2008
- 1800+ experienced Hardware/Software engineers
- Provide Hardware + Software One-stop Solution
- Target for Smart Connected Devices
- Multi-Platform and Multi-Mobile OS Support
  - Android, Windows, Firefox OS, Tizen, embedded OS
  - Qualcomm, Spreadtrum, Intel, MTK, Marvell, Samsung etc.
- Solid partnership with Global Companies
- **Headquarter** in Beijing
- **5 R&D center** in Beijing, Nanjing, Chengdu, Hangzhou and XiAn
- **7 Support/Business Center** in US, Tokyo, Seoul, Shanghai, Shenzhen, Taipei and Hong Kong
Value Proposition

Mobile OS Technical & Service

OEM
- NEC
- SONY
- SHARP
- SAMSUNG
- lenovo
- TCL
- ZTE
- Haier
- Huawei

Carriers
- docomo
- KDDI
- SoftBank

OS Vendor
- Microsoft
- Firefox OS

Chipset
- QUALCOMM
- SPREADTRUM
- Marvell
- Intel
- Samsung

IHV/Components
- Wi-Fi / BT
- TP/LCD
- Camera
- Sensors

Software/Internet
- Thundersoft
- AMD
- Sina
- Alibaba
- Taobao
- Lencen
- Tencent
- Baidu

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Engineering & Service Capabilities

**OS Software Technology**
- Camera technology and Algorithm
- Power Saving
- Security
- Slim Android
- HTML5
- OS customization/validation tools
- Fast boot & performance tuning
- Protocol stack 3GPP/WIFI/BT
- Mobile OS kernel
- Multi-window Multi-screen

**Software Products**
- SmartDroid
- BigDroid
- TVDroid
- ThunderSec
- ThunderEMM
- UCAM Series

**Services**
- Customer Engineering
- OS Customization
- BSP Development
- OS update
- HW driver development
- Carrier Certification

**Hardware Design**
- Schematic
- Layout
- ID/MD
- RF
- EMC/EMI

**Devices**
- Smartphone
- Tablet
- TV/STB
- Non-Mobile Devices
- Smart Appliances

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IP Camera Solution

- Wireless IP Camera sends encrypted data to the cloud, which then securely streams the video to device.
- User can view the live streaming video through the free mobile app.
Smart Gateway Solution

- Smart Gateway device for IoT, Home Automation
- Bridge between Cloud Service and Things
- One hub, One App

![Diagram](image_url)
Smart Home Solution

- Zigbee2IR Remote Controller (For IR Receiver enabled Device)
- Place near by the devices

- Zigbee Sensor Devices
- Smart Gateway
  - PRO HA1.2
  - RFSCE
  - GreenPower

- Controller
- Smart Devices
- Zigbee Remote Controller (Zigbee RFSCE)
- Zigbee2IR Remote Controller (For IR Receiver enabled Device) (Place near by the devices)
Apps for IOT Devices

Smart Router

Air Box

Air Conditioner
More support for IoT customers

Support for Anything, Anywhere, Anytime

- Camera
- HLOS
- GPU
- DSP
- H/W
- RF
- WiFi
- BT
- MM
- Tele
- Driver

Customer Support
- CE Joint Lab
- Validation Lab
- IHV Lab

Customization Support
- Optimization
- Upgrading
- Design Service

Reference Design & SoM
- 200+ hardware engineers in SH/SZ
- Partner with ODMs like T2Mobile
- Full-stack software coverage
Thank You