



Firefox OS

**UNLEASH
THE FUTURE**



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Proudly non profit

Our mission is to promote openness, innovation and opportunity on the web.

Yeah, we're a little different than the other guys. Together, we can build a brighter future for the Web.



FOSSAsia 2015:

How Mozilla launches the Firefox OS
open web mobile platform in Asia
and how you can get involved



Why Firefox OS ?

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Firefox changed browsing forever. Now we're doing it all over again with Firefox OS.

Get the best the web has to offer

Put users first

Offer choice and innovation

Firefox brand value

Worldwide Brand Awareness
is 91% - 98% among consumers

82% of consumers are interested
in a Firefox OS phone

A brand that drives positive
values

Trusted
Smart Friendly
Premium independent
Practical convenient reputation
Fast Good Inclusive
Optimistic Appeal Vibrant
Inspiring Open
quick Safe Innovative
Empowering
secure Reliable



Launch highlights



Devices range

Alcatel
One Touch
Fire

HUAWEI
Y300

ZTE
Open II

Alcatel
One Touch
Fire E

Spice
Fire One
MI FX 1



ZTE Open

LG Fireweb

ZTE
Open C

Alcatel
One
Touch
Fire C

Intex
Cloud
Fx

Symphony
GoFox 15

Expanding Partner Support

18 Global Operators

Telefonica, T-Mobile, Telenor, KDDI...

Device Manufacturers

Alcatel, LG, Huawei, ZTE, Intex, Zen and Spice

Silicon vendors

Qualcomm, Spreadtrum and ARM

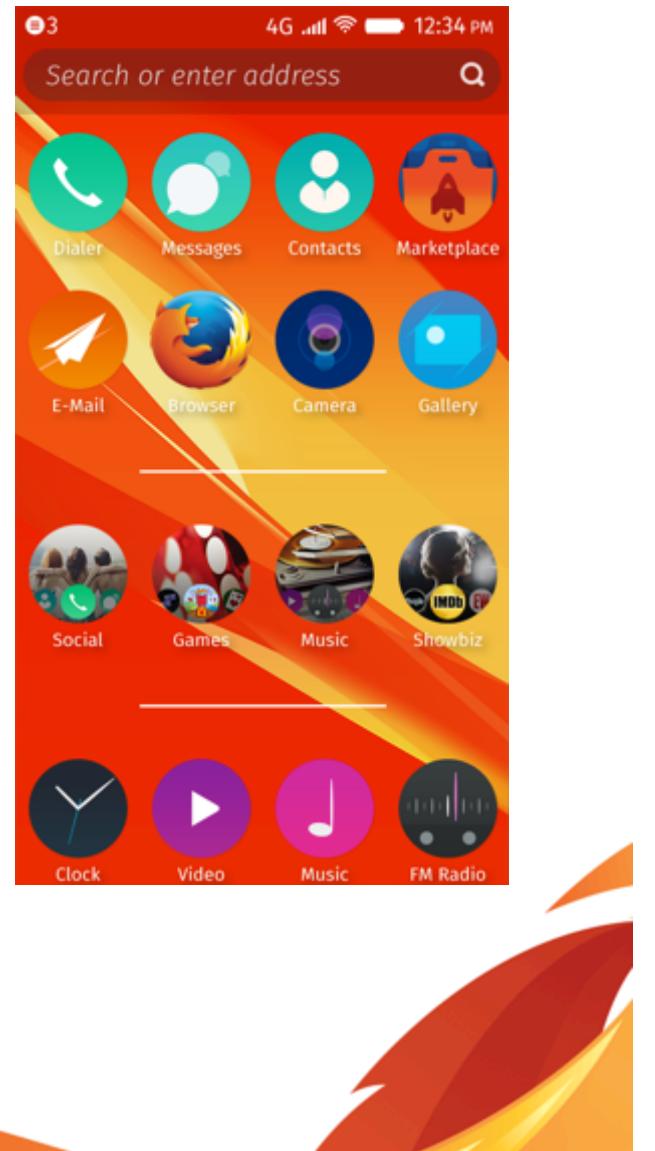


What's new in Firefox OS 2.0 ?

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A new, updated look and feel for Firefox OS and new ways to interact with your phone

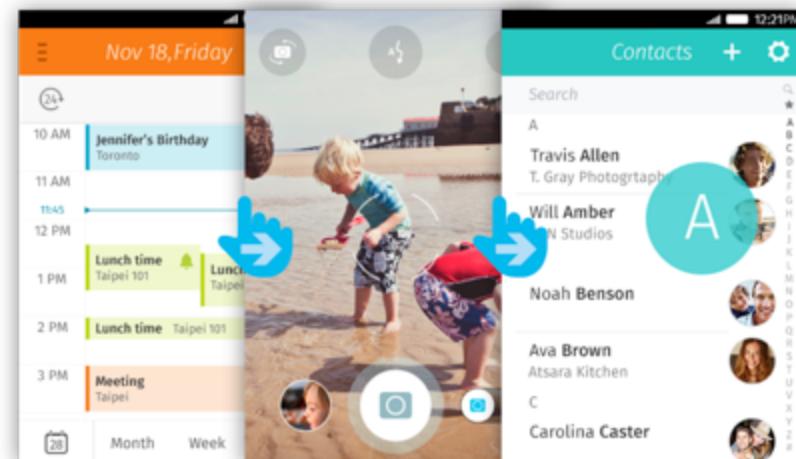
- Spacious and clean layout
- Large icons with bright and vibrant colours
- Easy to navigate: All icons in one homescreen, everything is just a scroll away !
- Focuses on the essentials: simple animations & interactions



Efficient. Just what you need.

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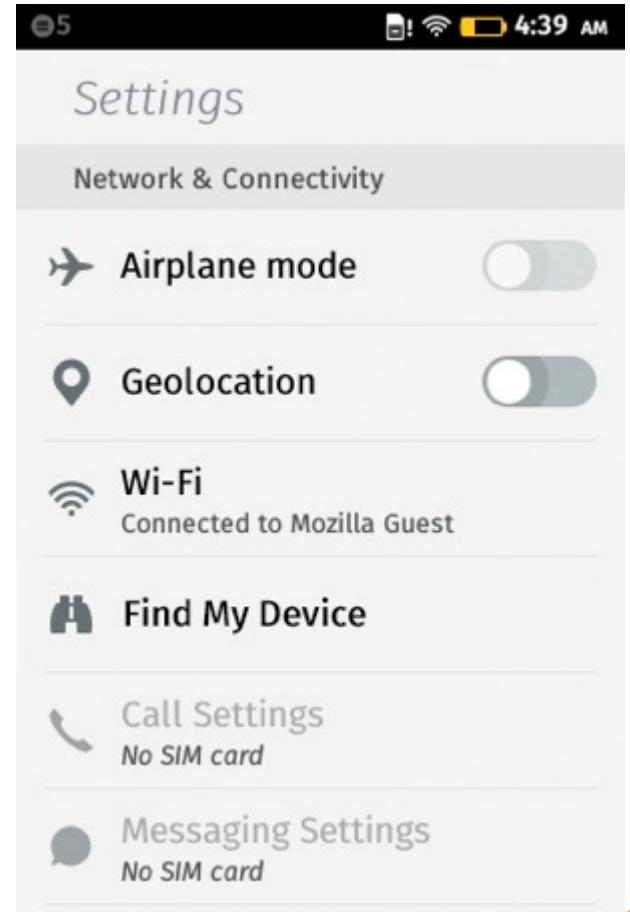
- A new search experience : a single search bar on the top of the screen to browse the web, enter an URL or search apps on the Marketplace
- Better multi-tasking : with edge gestures, all your opened apps are just a swipe away !
- Your essentials apps preloaded
- Customisable screen for quick access to your favorite apps/shortcuts



Find My Device

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- Find My Device helps the user find their lost device with location tracking, remote wipe and remote lock capabilities.
- Firefox Accounts for Firefox OS allows the user account to access all of the current and future Mozilla services. Example : rate and comment on Marketplace applications



Enabling new experiences: WebRTC, NFC

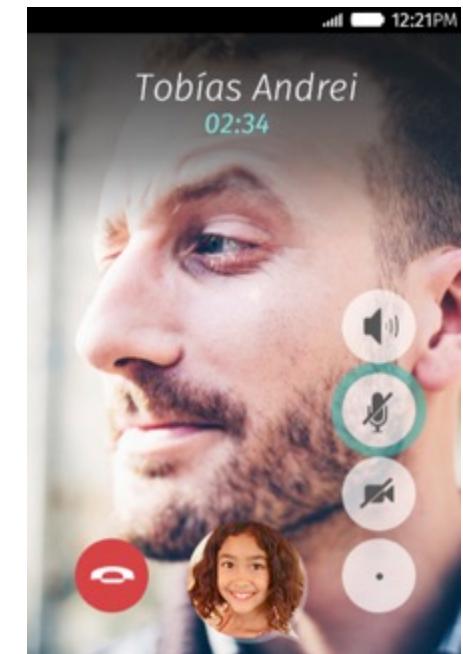
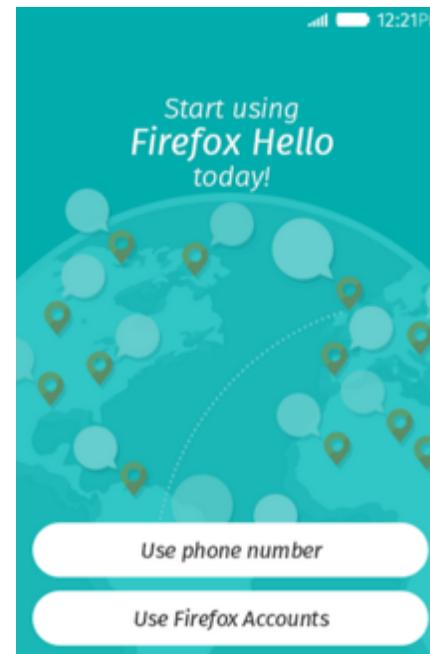
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- A seamless communication experience.

The easiest way to start a video conversation from anywhere, desktop, tablet or mobile.

Share what you browse with anyone, anywhere, anytime.

Web RTC support and RTC Client application - Enabling real time, plug-in free, video, audio, and p2p data.

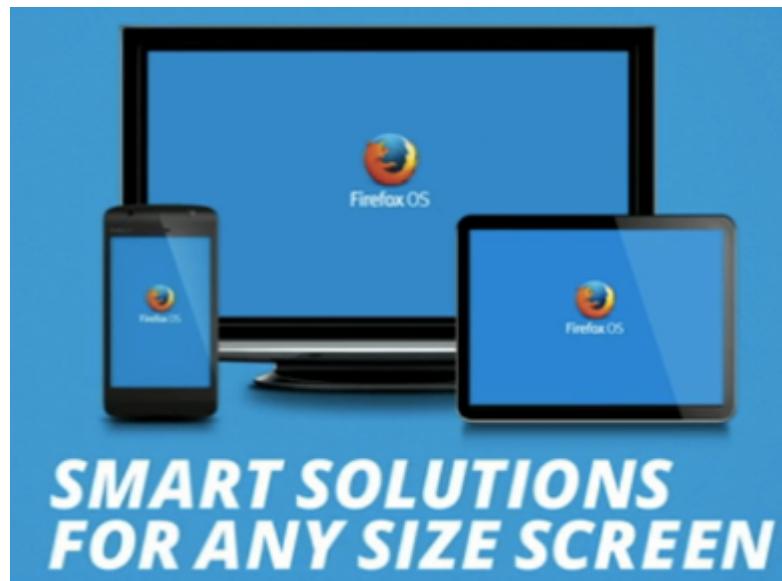


- NFC - Easily Pair your device with NFC accessory. Share your contacts, media or your favorite URLs with friends. Interact with the world around you by reading NFC tags.

A platform for the future

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2014 : Dual SIM, NFC, LTE, WebRTC ...
privacy principles inherited from Firefox
2015: tablets, multi-screen solutions, smart TV,
connected devices...



How are we doing?

30% smartphones market share in Uruguay

12% smartphones market share in Venezuela

11 millions apps installed – was 2M in January

around ***10k new users per day*** on Marketplace

Community participation in FXOS Asia launches

Pre launch

- OS Localization, local feature development, local app hackathons, launch preparation for community & partner including training of partners

At launch

- PR/comms support, launch marketing, cooperation with carrier partner (if available)

Launched

- App hackathons, FXOS user meetings, community & social marketing



Firefox OS launches in Bangladesh

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- Bangladesh: Symphony GoFox f15 with Grameenphone
- BD localization and BD keyboard
- Launch support for partner training and press event
- Online quiz and artwork contests for Mozilla Bangladesh community
- Firefox OS app challenge with Grameenphone

Firefox APP CHALLENGE			
App Name	Developer	Category	URL
BD Travel	Robin Khan	Category 1: Services-Social, Public, Government	https://marketplace.firefox.com/app/bd-travel/
Near By Me	Atish Kumar Dipongko	Category 1: Services-Social, Public, Government	https://marketplace.firefox.com/app/near-by-me/
FastBlood	Mahir Lalib Chowdhury	Category 1: Services-Social, Public, Government	https://marketplace.firefox.com/app/fastblood
KidZone	Parag Das	Category 2: Entertainment	https://marketplace.firefox.com/app/kidzone/
Radio Buzz	Md. Rifatul Islam Choudhury	Category 2: Entertainment	https://marketplace.firefox.com/app/radio-buzz
Kids Learner	Muzahid	Category 2: Entertainment	https://marketplace.firefox.com/app/kids
BUGMASH	Md. Junayed Hasan	Category 3: Game	https://marketplace.firefox.com/app/buigmash/
Karnafuli	Shakil Bin Karim	Category 3: Game	https://marketplace.firefox.com/app/karnafuli
Tappy	Salman Rahman Desh	Category 3: Game	https://marketplace.firefox.com/app/tappy/
Choice	Fahmid	Category 4: News & Media	https://marketplace.firefox.com/app/choice/
All News	Md. Rifat-Ut-Tawab	Category 4: News & Media	https://marketplace.firefox.com/app/all-news/
National ID Bangladesh	Md. Anisur Rahman	Category 4: News & Media	https://marketplace.firefox.com/app/national-id-bangladesh/
Fox Note	Sekander Badsha	Category 5: Tools & Utility	https://marketplace.firefox.com/app/fox-note/
My Salat	Md. Mofijul Islam	Category 5: Tools & Utility	https://marketplace.firefox.com/app/my-salat/
Hasan Year Guide	Mahadi Hasan	Category 5: Tools & Utility	https://marketplace.firefox.com/app/year-guide-hanifa-phd/

Note: The Winner, Runner-up and Outstanding Innovation Award for each Category will be announced at the Gala Event.



Firefox OS launches in India

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- Launched with 4 Indian partners including Spice, Intex, Alcatel
- Large community marketing team
- Firefox OS Bus tour India visiting multiple major cities



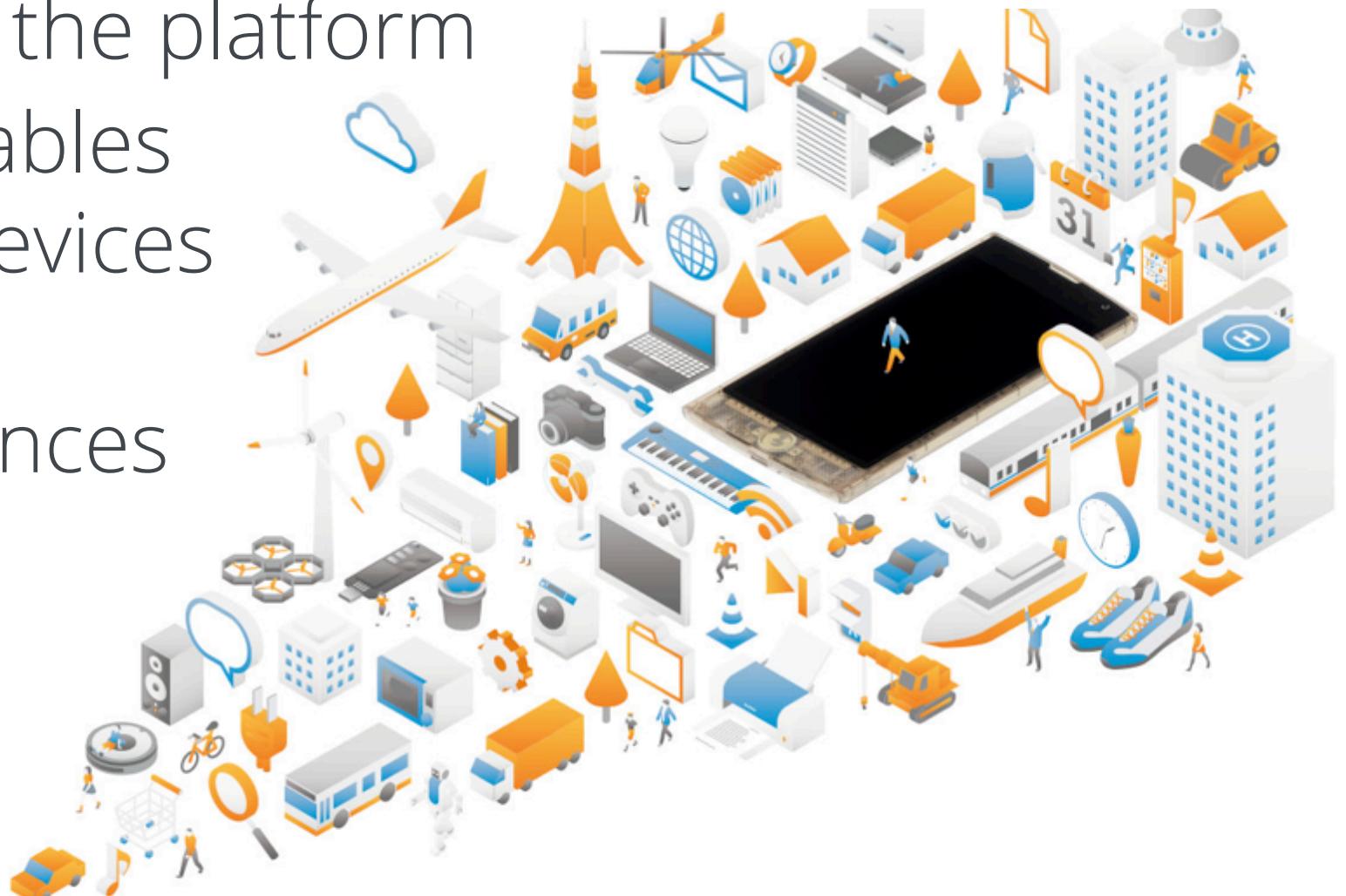
Firefox OS launches in the Philippines

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- Cherry Mobile ACE
- Community supported launch via online and offline events
- Multiple app hackathons
- Planning many upcoming online and offline events for 2015



Firefox OS unlocks the power of the Web as the platform and enables more devices and experiences



to be connected to each other.



Beyond Smartphones

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Join us to build and
launch Firefox OS !

