



Firefox OS

***UNLEASH
THE FUTURE***



Rick Fant
VP Ecosystem
(Apps, Marketplace & Developer Relations)

mozilla



In 2013, we
introduced you to
Firefox OS





In 2013, we delivered.



Three smartphone models

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QUALCOMM®



Open

ZTE



Fire C

ALCATEL
onetouch.



Fireweb

LG Mobile



Fifteen markets

mozilla



Telefónica

telenor

...T...

TELECOM
ITALIA

HTML5 on mobile is here to stay

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Firefox OS



iOS



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“New products, tools, categories, partners, features, and extraordinarily compelling price points will reinforce Firefox OS's momentum into 2014.”

- John Jackson
RESEARCH VICE PRESIDENT,
MOBILE & CONNECTED
PLATFORMS, IDC



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UNLEASH THE FUTURE



New Devices

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ZTE



ZTE Open II



ZTE Open C



New Devices

mozilla

ALCATEL
onetouch.



FIRE C

FIRE E

FIRE S



FIRE 7



New Devices

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Y300



Beyond smartphones

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INSTANT
App SEARCH

SLEEK
NEW INTERFACE



INTUITIVE
Navigation Features

DIFFERENTIATED
Easy Customization

New Markets

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Marketplace



MANANA



EverNav

The EverNav logo consists of a blue compass rose icon followed by the word "EverNav" in a blue sans-serif font.

ENCLAVE GAMES



Benefits of HTML5

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- ★ In-built distribution - the web
- ★ Simple technologies used by lots of developers
- ★ Evolution of existing practices
- ★ Open, independent, standardised

HTML



Promises of HTML5

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3 priority content sources,
All key components of a strong web ecosystem

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Endorsement + Customer satisfaction

Innovation

Tier 1 Global

+

Tier 1 Local



long tail /
independent
developers



Strong momentum with
Tier 1 Global Apps...

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WIRED



Disney



The New York
Times

facebook.

... with some exciting recent additions

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Aviary

Pinterest



Local Tier 1 apps

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- Must-have local apps: entertainment, transportation, banking etc.
- Content acquisition team focused on tier 1 local apps in priority markets for Firefox OS
 - Brazil, Mexico, India... and Japan

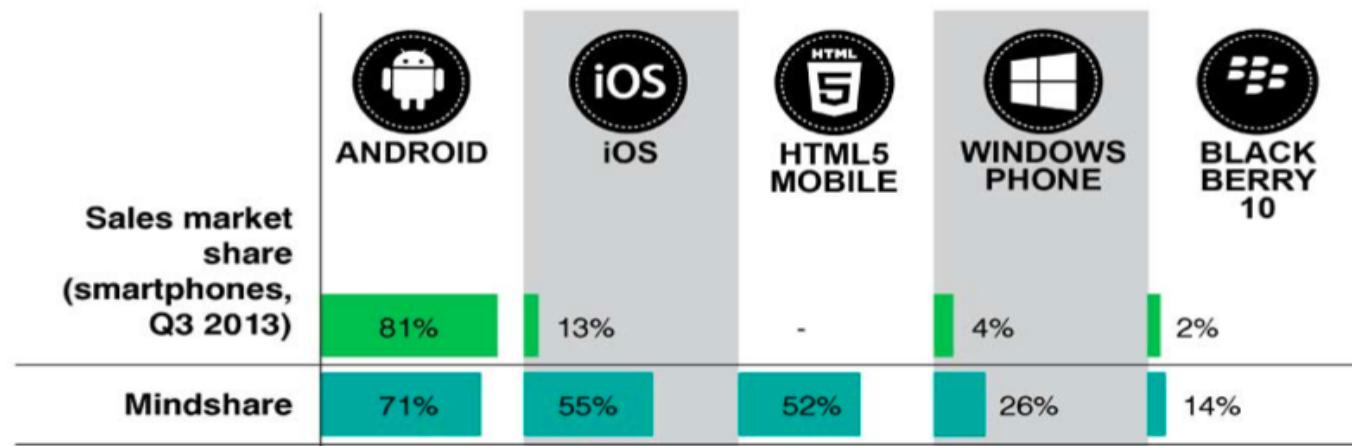


Opportunity for independent developers

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1 Cross platform: ‘the web is the platform’

- your app available on Firefox OS, Android, Desktop and more
- HTML5, the credible alternative with strong developer mindshare



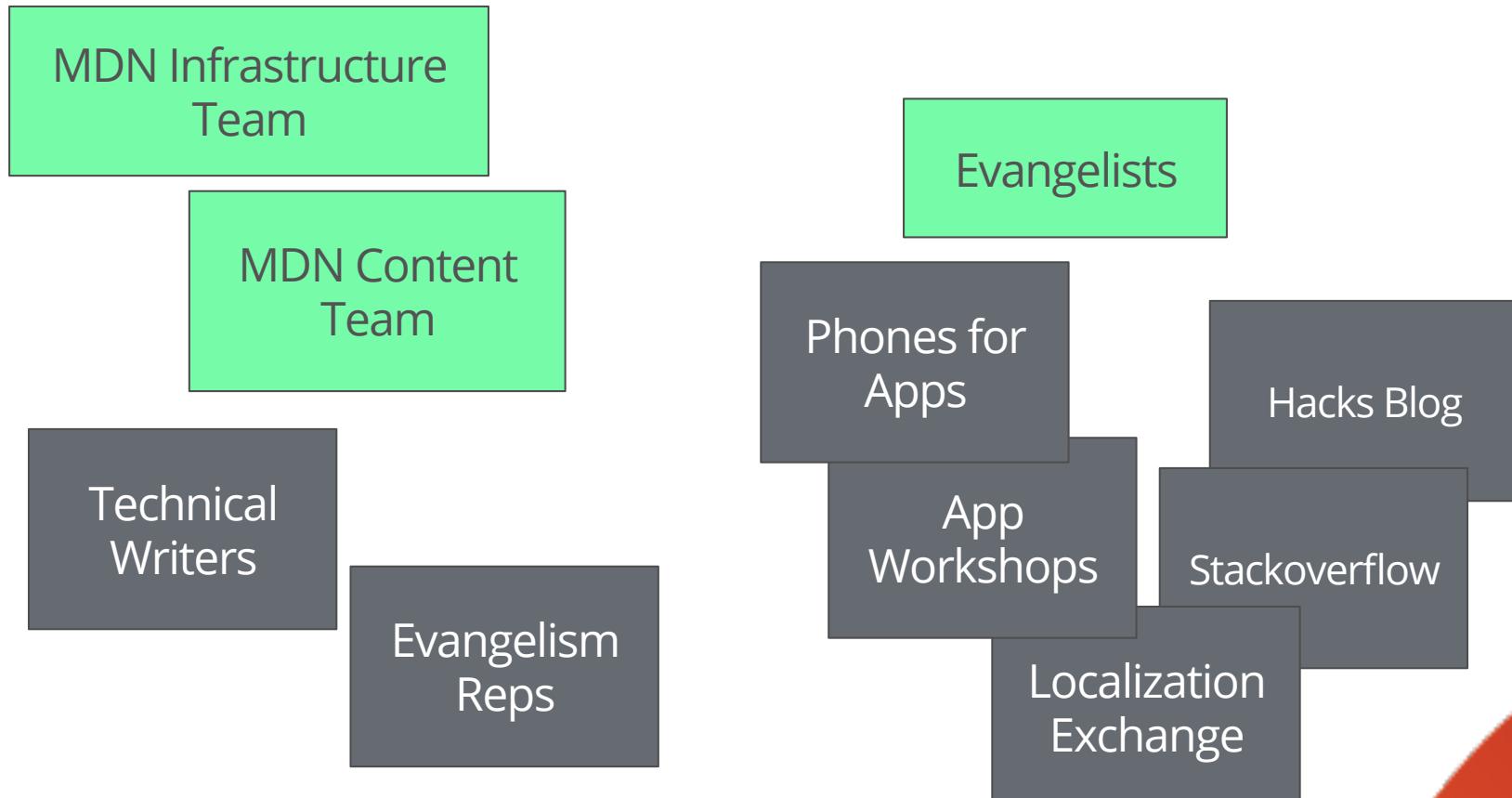
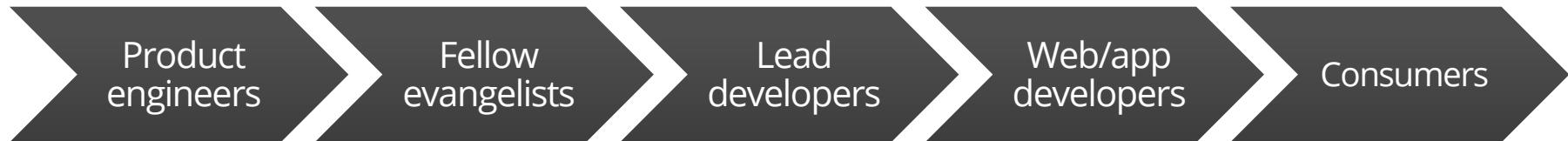
2 Discoverability

- Quality, not quantity
- Community curation

3 Better monetization through Operator Billing

Mozilla's developer ecosystem

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The \$25 smartphone

SPREADTRUM[®]



Firefox OS



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Thank you