Red Bend Software

May 2014

Yoram Berholtz

TC – Proposal for Software Update to AllJoyn

Rev. 1.3

Red Bend Software Snapshot

COMPANY SUMMARY

- Established 1999
- Ownership: Private, VC Backed
- HQ & R&D Centers: Israel, France
- Offices in UK, Japan, US, China, Korea
- ~250 employees
- ~100 customers worldwide
- Installed on ~2B devices; >1400 models

Top Customers List

Panasonic ideas for life
中国移动通信 CHINA MOBILE
NTT docomo
SHARP
ZTE中兴
LG
SAMSUNG
HUAWEI
SONY

WHO WE SERVE

Mobile Industry

Enterprise Mobility

Automotive Industry

Internet of Things

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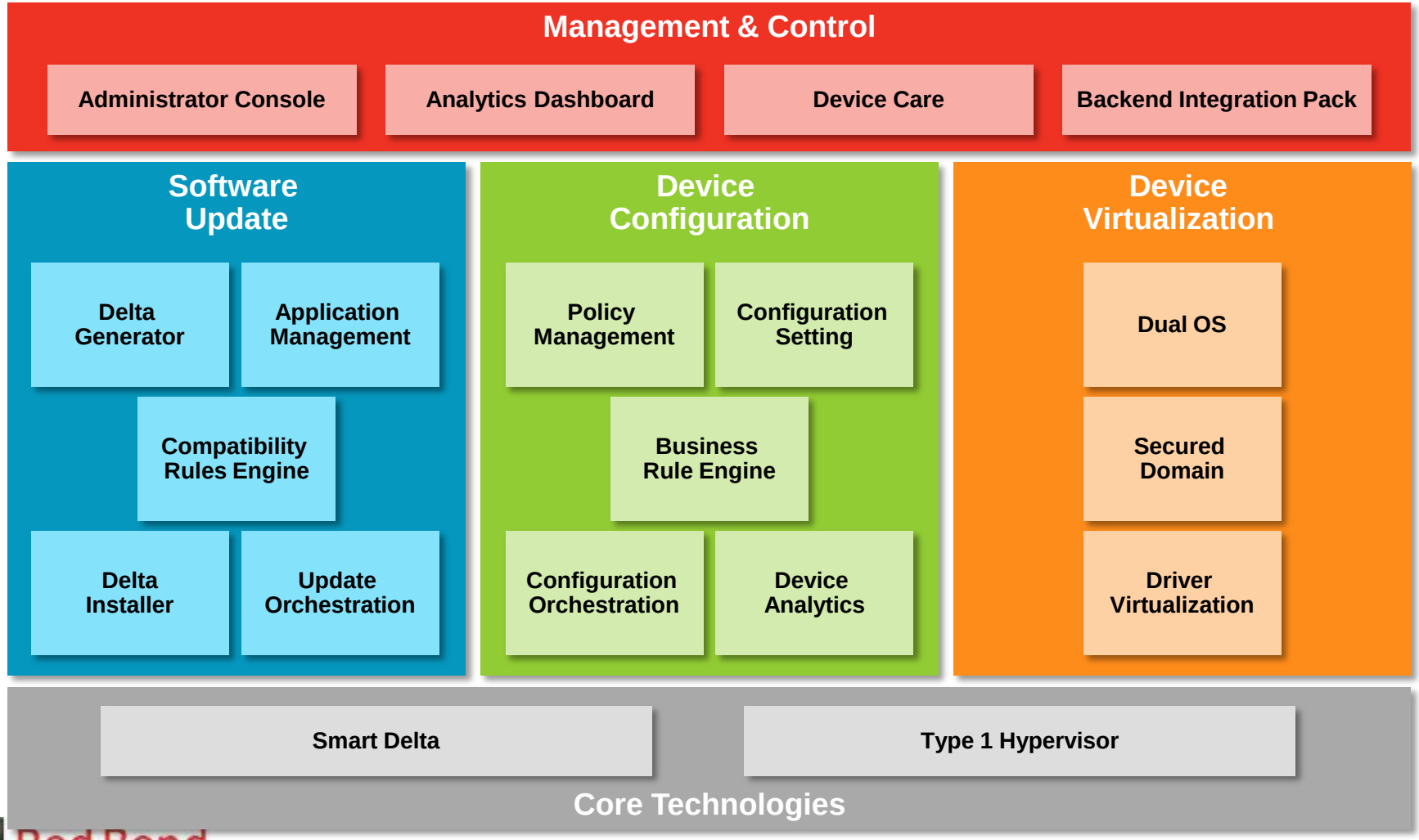
Red Bend's ***Product*** Portfolio



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Red Bend's ***Solution*** Portfolio

Mobile

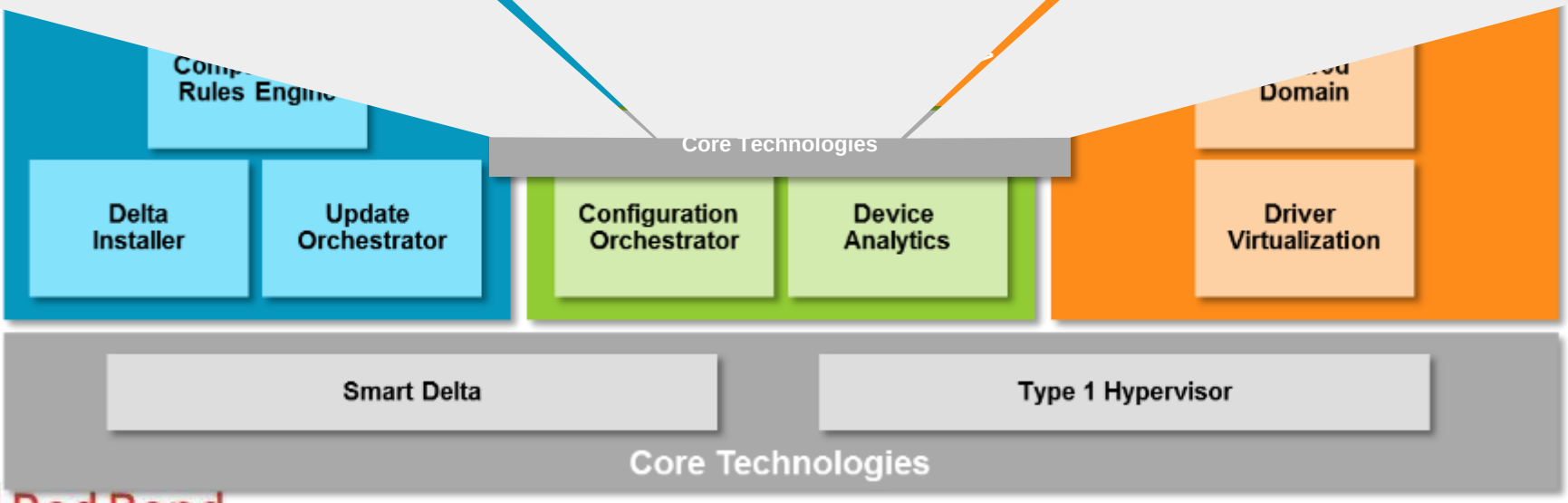
- End-to-End Mobile Software Management
- Dual Persona for Enterprise Mobility / BYOD
- Firmware Update Over-the-Air
- OMA-DM Device Management Interoperability

Automotive

- End-to-End Vehicle Management
- Head Unit Virtualization
- ECU Consolidation
- Map Update Over-the-Air

IoT / M2M

- Firmware Update Over-the-Air for Connected Device
- Software Management for IoT
- Firmware Update for Small Electronics



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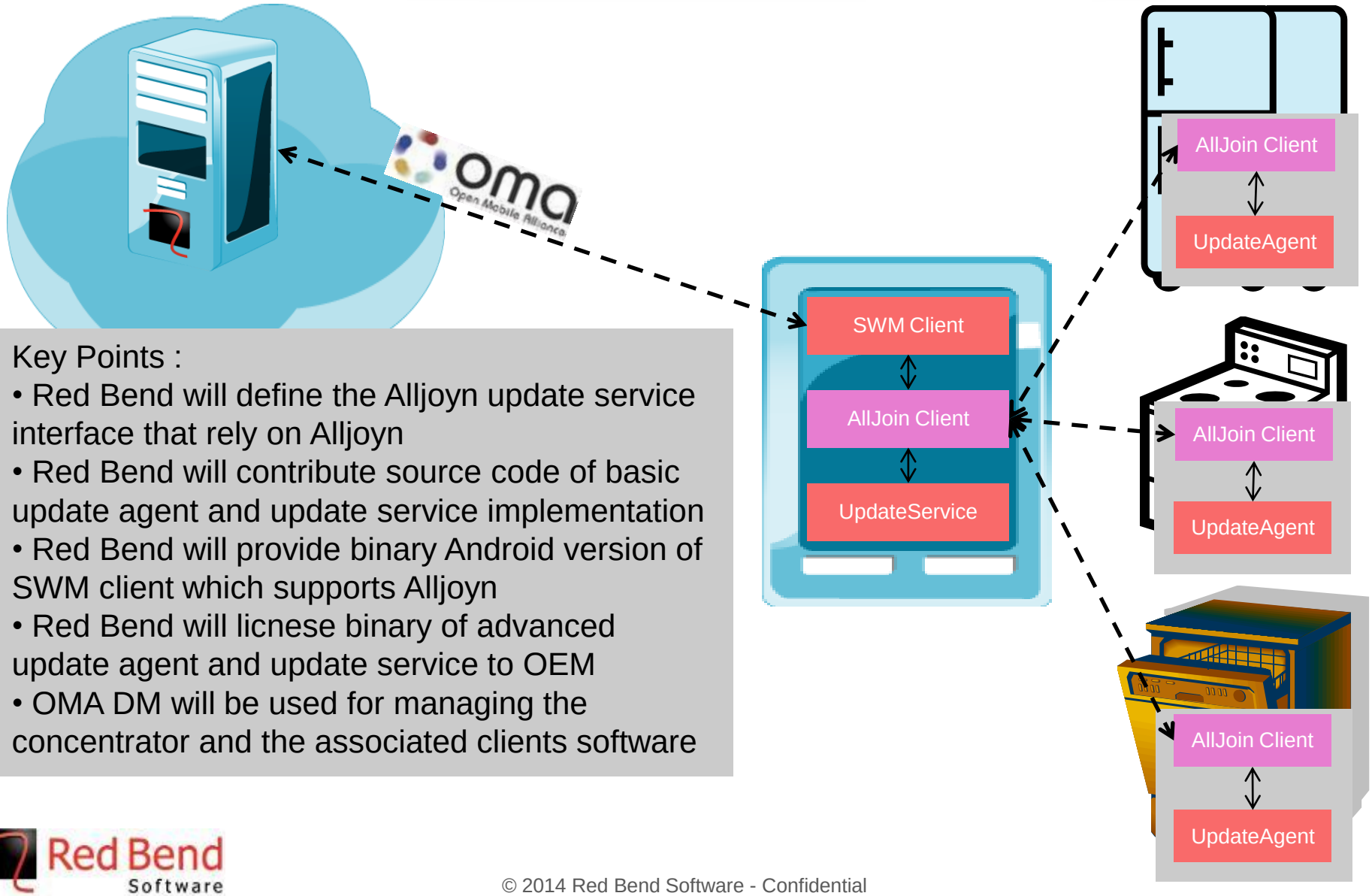
AllJoyn Software Update System Overview



Key Points :

- Red Bend will define the Alljoyn update service interface that rely on Alljoyn
- Red Bend will contribute source code of basic update agent and update service implementation
- Red Bend will provide binary Android version of SWM client which supports Alljoyn
- Red Bend will licnese binary of advanced update agent and update service to OEM
- OMA DM will be used for managing the concentrator and the associated clients software

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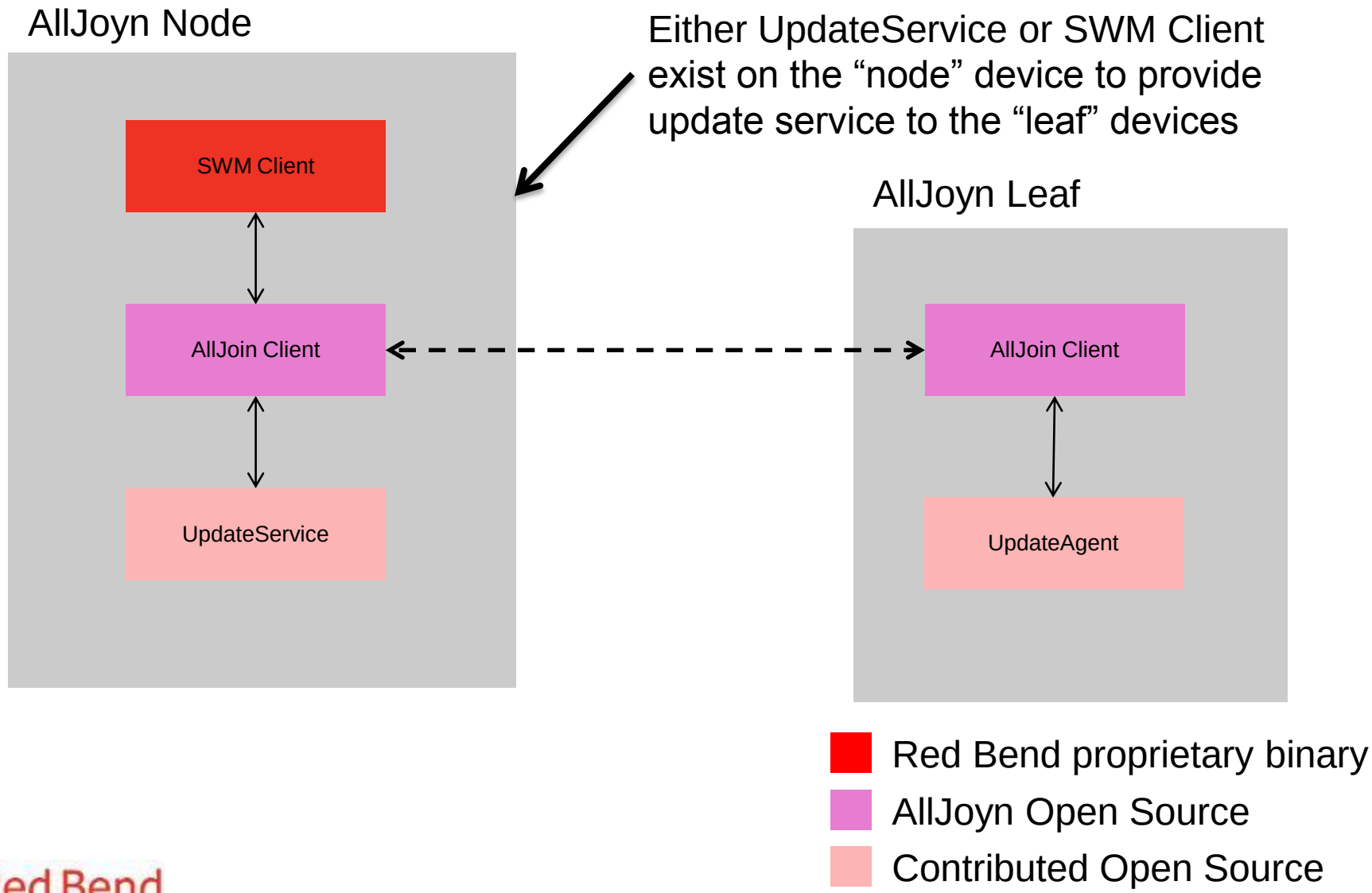
AllJoyn Update Software Components



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