ALLSEEN ALLIANCE

Technical Steering Meeting

February 9, 2015

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- AllSeen Alliance meetings involve participation by industry competitors, and it is the intention of AllSeen Alliance to conduct all of its activities in accordance with applicable antitrust and competition laws. It is therefore extremely important that attendees adhere to meeting agendas, and be aware of and not participate in any activities that are prohibited under applicable US state, federal or foreign antitrust and competition laws.

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Reminder:
This call is being recorded

1. Approve minutes from previous meeting

2. No call next week

3. CES Recap

4. Open source discussion

5. FirstBuild – Mega Hackathon: Hack the Home
   – Call for mentors

6. Core 15.04 Release
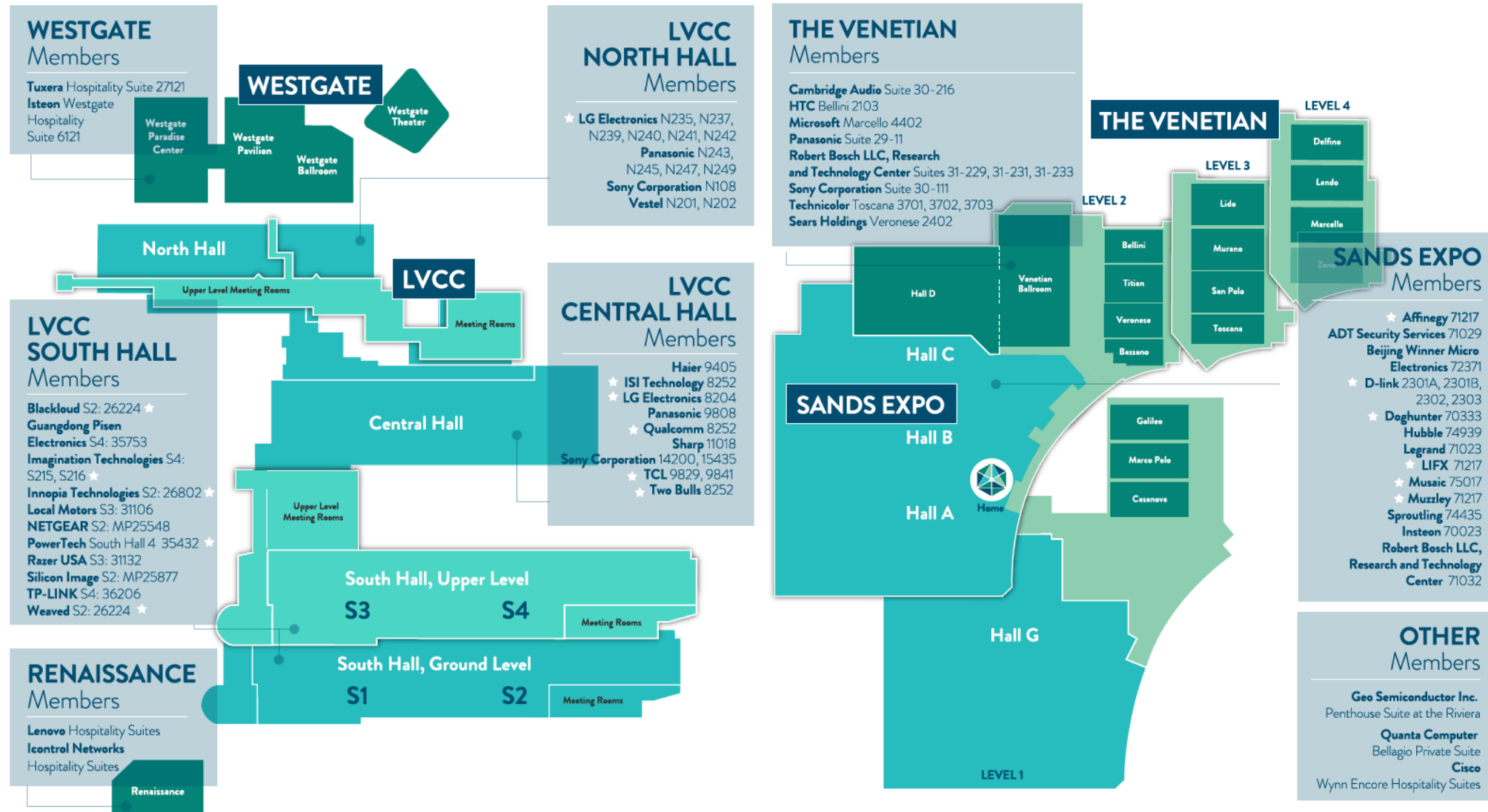
7. Jenkins infrastructure changes

AllSeen Alliance (CES)
Jan 6-9, 2015
SHOW REPORT

Show Presence

- Co-located with member company Muzzley, Sands Expo, #71217 in a prime corner location in the Smart Home area near an entrance.

- Developed a product showcase including products from Heatworks, HTC, Innopia, LG, LG U+, Musaic, Powertech, and Qualcomm

- AllSeen Alliance presentation looping on the AllJoyn-enabled LG TV to tell the AllSeen Story

- Collateral: AllSeen Alliance Data Sheet, Why AllSeen Postcard, Alliance Member Map

- Two press releases on January 5th highlighting new members and the AllJoyn Gateway Agent

- Social Media updates from the show floor with photos promoting members

AllSeen was Everywhere!

WESTGATE
Members

Tuxera Hospitality Suite 27121
Isteon Westgate Hospitality Suite 6121

WESTGATE

Westgate Theater
Westgate Paradise Center
Westgate Pavilion
Westgate Ballroom

LVCC NORTH HALL
Members

★ **LG Electronics** N235, N237, N239, N240, N241, N242
Panasonic N243, N245, N247, N249
Sony Corporation N108
Vestel N201, N202

LVCC

North Hall
Upper Level Meeting Rooms
Meeting Rooms

THE VENETIAN
Members

Cambridge Audio Suite 30-216
HTC Bellini 2103
Microsoft Marcello 4402
Panasonic Suite 29-11
Robert Bosch LLC, Research and Technology Center Suites 31-229, 31-231, 31-233
Sony Corporation Suite 30-111
Technicolor Toscana 3701, 3702, 3703
Sears Holdings Veronese 2402

THE VENETIAN

LEVEL 4
Delfino
Lando
Marcello

LEVEL 3
Lido
Murano
San Polo
Toscana

LEVEL 2
Bellini
Titian
Veronese
Bassano

Venetian Ballroom
Hall D
Hall C

LVCC CENTRAL HALL
Members

Haier 9405
★ **ISI Technology** 8252
★ **LG Electronics** 8204
Panasonic 9808
★ **Qualcomm** 8252
Sharp 11018
Sony Corporation 14200, 15435
★ **TCL** 9829, 9841
★ **Two Bulls** 8252

Central Hall
Meeting Rooms

LVCC SOUTH HALL
Members

Blackloud S2: 26224 ★
Guangdong Pisen Electronics S4: 35753
Imagination Technologies S4: S215, S216 ★
Innopia Technologies S2: 26802 ★
Local Motors S3: 31106
NETGEAR S2: MP25548
PowerTech South Hall 4 35432 ★
Razer USA S3: 31132
Silicon Image S2: MP25877
TP-LINK S4: 36206
Weaved S2: 26224 ★

Upper Level Meeting Rooms
South Hall, Upper Level
S3   S4
Meeting Rooms
South Hall, Ground Level
S1   S2
Meeting Rooms

SANDS EXPO

SANDS EXPO

Hall B
Hall A
Home
Hall G
LEVEL 1

Galileo
Marco Polo
Casanova

SANDS EXPO
Members

★ **Affinegy** 71217
ADT Security Services 71029
Beijing Winner Micro Electronics 72371
★ **D-link** 2301A, 2301B, 2302, 2303
★ **Doghunter** 70333
Hubble 74939
Legrand 71023
★ **LIFX** 71217
★ **Musaic** 75017
★ **Muzzley** 71217
Sproutling 74435
Insteon 70023
Robert Bosch LLC, Research and Technology Center 71032

RENAISSANCE
Members

Lenovo Hospitality Suites
Icontrol Networks Hospitality Suites

Renaissance

OTHER
Members

Geo Semiconductor Inc. Penthouse Suite at the Riviera
Quanta Computer Bellagio Private Suite
Cisco Wynn Encore Hospitality Suites

Big Takeaways

- We showed massive momentum

- Show me more products

- How is this different than…
  - ZigBee
  - OIC
  - Thread
  - Works with Nest
  - Smart Things
  - DIY

- Area of rising interest - HVAC

Show Floor Results

- 46 AllSeen Alliance Alliance members exhibited at the show:
    - 17 (37%) displayed AllSeen signage and collateral
    - 11 (24%) displayed AllJoyn-enabled products

- 180 business cards collected in the Muzzley booth for follow-up, 30+ new member prospects.

- 250 1:1 engagements with members, prospective members, analysts and press

AllSeen Alliance Announcements

- [AllSeen Alliance Continues to Grow and Diversify Its Member Base](#)

- [AllSeen Alliance Introduces Remote Networking Technology for Internet of Everything Applications and Devices](#)

- Member announcements
  - Weaved
  - Muzzley
  - D-Link
  - LIFX
  - Two Bulls
  - …

The Gateway Agent steals the show

- *"... this announcement may be the most important one of the show... this will turn IoT from being a bunch of gadgets, which just happen to all be hooked to the net, into a manageable system."* -- **Steven J. Vaughan-Nichols, ZDNet**

- *"What might be another step forward for big data at CES is the announcement of the AllJoyn Gateway Agent, put forth by the AllSeen Alliance. As venerable technology journalist Stephen Vaughan-Nichols notes in this ZDNet story, this may be* the most important CES announcement *of all. What this open-source agent does is to provide a secure way to remotely access and manage IoT devices. Adhering to the standard theoretically means having the ability to integrate information about the devices and then manage them."* -- **Howard Baldwin, Forbes**

- *"The Gateway Agent is only the second extension to AllJoyn that's been introduced, following a framework for lighting introduced last year, and it stands to be an important one for both consumers and IoT vendors."* -- **Stephen Lawson, PC World**

PR/Social Media Results

- **Media Placements**
  - 1,541 Articles of Coverage
  - *1,500% year-over-year increase*
- **Media Impressions**
  - 26,520,720 Impressions
- **Social Media Impressions**
  - 3,042,680 Impressions
- **Media/Analyst Briefings**
  - 11

Media/Analyst Engagements
- Howard Baldwin, Forbes
- Bonnie Cha, Re/Code
- Don Clark, Wall Street Journal
- Mike Dano, Fierce Wireless
- Sam Dean, Ostatic
- DH Kass, The VAR Guy
- Sean Michael Kerner, Datamation
- Mike Krell, Moor Insights and Strategy
- Stephen Lawson, IDG
- Pat Thibodeau, ComputerWorld
- Steven J Vaughan-Nichols, ZDNet

Media Coverage

- Datamation: [Linux Foundation AllSeen Alliance Expands Internet of Things Efforts](#)

- Computerworld/CIO Online: [In IoT standards battle, there is no neutral zone for this CTO](#)

- eWeek: [AllSeen Intros Network Gateway for IoT Devices](#)

- Forbes: [Big Data Goes to Las Vegas](#)

- ZDNet: [CES 2015: AllSeen Alliance to bring order to the Internet of Things](#)

- FierceWireless: [AllSeen Alliance ripens IoT market with new gateway and new members](#)

- PCWorld: [AllJoyn IoT platform reaches out to the Internet for remote control](#)

- OStatic: [The Linux Foundation Extends the AllSeen Alliance](#)

- The VAR Guy: [AllSeen Alliance Adds IoE Cloud-based Remote Networking Technology](#)

- Computer Business Review: [AllSeen Alliance Boosts IoT Standard With Network Gateway](#)

- Silicon Angle: [What you missed in the Smart World: Best debuts of #CES2015](#)

- Ostatic: [Security is a Concern for The Internet of Things](#)

- Re/Code: [A Beginner's Guide to Understanding the Internet of Things](#)

Open source discussion

Philip A. DesAutels, Ph.D.
Senior Director of IoT
The Linux Foundation

Open source discussion

- Open discussion

FirstBuild – Mega Hackathon: Hack the Home

FirstBuild – Mega Hackathon: Hack the Home
** Mentors still needed **

- https://firstbuild.com/mary/mega-hackathon-hack-the-home/

- April 10-11, 2015 in Lousville, KY

- 100-250 attendees (makers, techies, engineers, and artists/designers)

- 24 hour event to create practical interoperability for the home

- Providing AllJoyn enabled products (tools & prizes)

- Providing mentors to assist attendees with AllJoyn

- **Mentors still needed:** Tenaya Hurst is only one confirmed so far
  - OIC will be at the event. Will presumably have more than 1 mentor on hand to assist
  - We need to show we care about our developers, and show up with more then 1 person
  - Email events@allseenalliance.org to volunteer
  - If T&E budget is an issue, let us know and we can work around

Core 15.04 Release

Core 15.04 Release

- Core 15.04 release plan posted on Alliance wiki
  - https://wiki.allseenalliance.org/core/core_15.04_release_plan

- Major features

JIRA Key	Feature	Contributor
ASACORE-1393	Security 2.0	MSFT / QCE / QEO
ASACORE-1392	Remove excessive name transfer for all sessions	QCE
ASACORE-1383	Move essential DDAPI functionality to Alljoyn core	QEO
ASACORE-803	Router Selection Algorithm Definition and Mechanism	QCE
ASACORE-1404	Experimental : UDP Transport for TC ↔ RN connections	QCE

  - Full feature list in JIRA
    - https://jira.allseenalliance.org/i#issues/?filter=10810

- Dates
  - March 20: Release branch created
  - April 29: Official release

Jenkins infrastructure changes

Jenkins infrastructure changes

- Infrastructure status: Upcoming Jenkins changes

Thank You

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