
DSO

From Here to Maturity

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WIND RIVER

Embedded Devices in 2003



DSO Devices in 2006



Two Major Trends in the Last Two Years

Content-Rich Applications

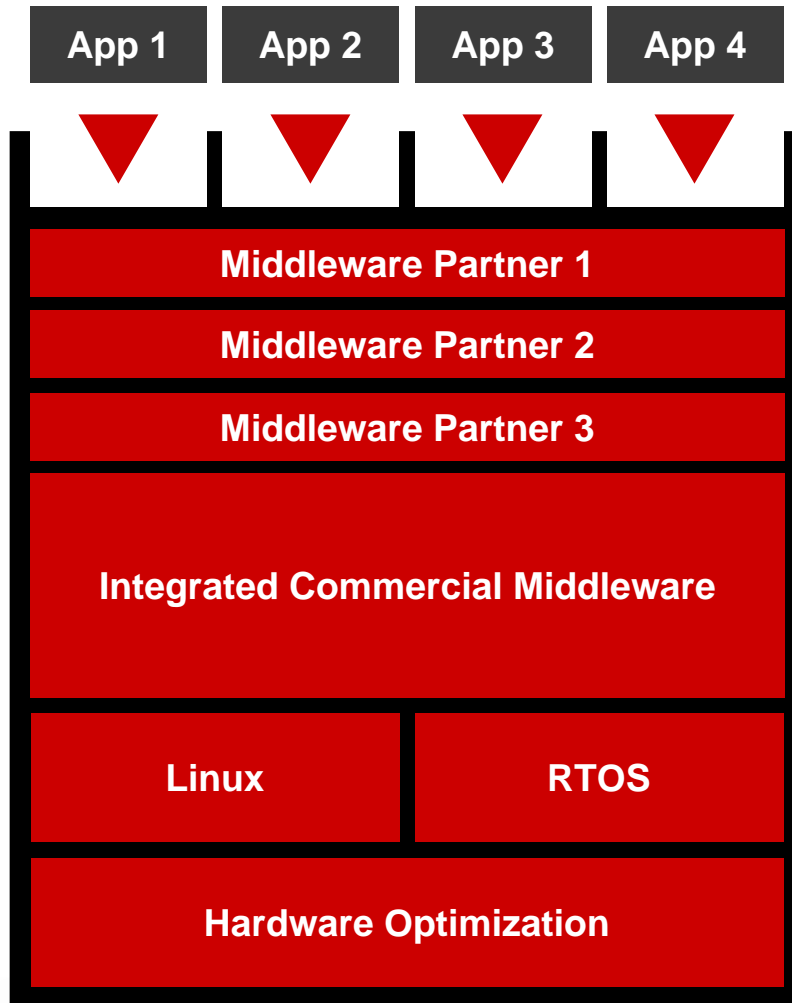
Securely Connected Devices

What Embedded Devices Looked Like to You

App 1	App 2	App 3	App 4
IPsec & IKE	Firewall	RADIUS Client	
JVM	UPnP	Web Server	
Graphics	Bluetooth	SNMP	NAT
IPv4/IPv6		WiMAX	XML/SOAP
DCOM	CAN	Video Codec	Voice Codec
Flash FS	USB	802.11a/b/g	802.11i
OS 1 Proprietary	OS 2 Open-Source	OS 3 Vertical	
Vertical Hardware 1	Vertical Hardware 2	Vertical Hardware 3	

- Optimized for a specific project
- Acquired or created components
- Validated, deployed, and supported

What DSO Devices Looks Like to You



- Value and differentiation in the application
- Commercial hardware and application-infrastructure software
- Low cost, high quality and fast time-to-market

Development is Different in DSO

Embedded Development

- **Edit**
- **Compile**
- **Debug**

DSO Development

- **Assemble**
- **Build**
- **Configure**
- **Deploy**

Run-Time Platforms Are Different in DSO

Embedded Platform

- **Proprietary and closed**
- **Monolithic**
- **Vertically integrated for niche applications**

DSO Platform

- **Open standards based**
- **Scalable, modular and commercial grade**
- **Ecosystem friendly**
- **Global support, services and training**
- **Predictable release schedules**

Device Management is Different in DSO

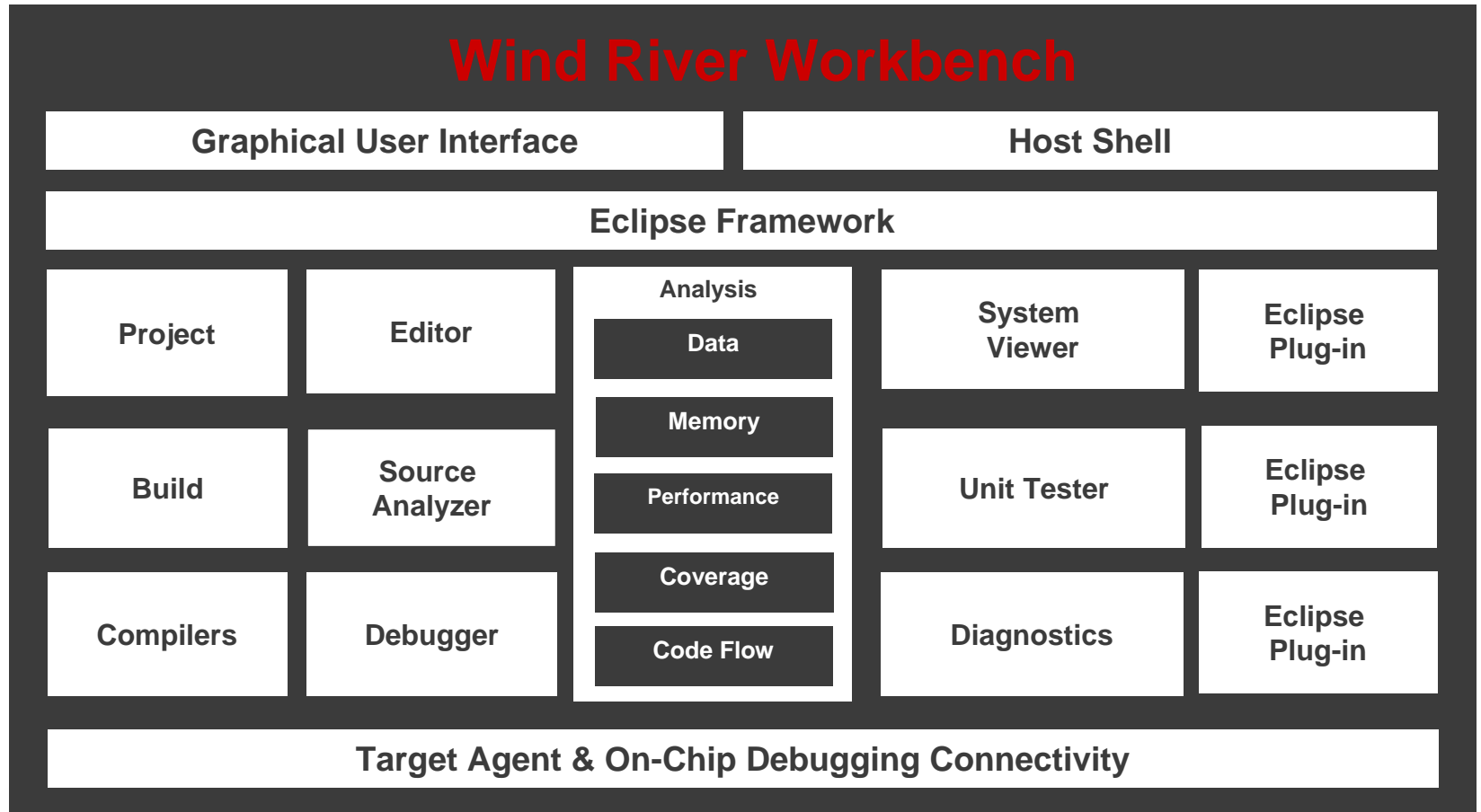
Embedded

- **Throw it over the wall and hope for the best**
- **It's Operations problem, not mine**

DSO

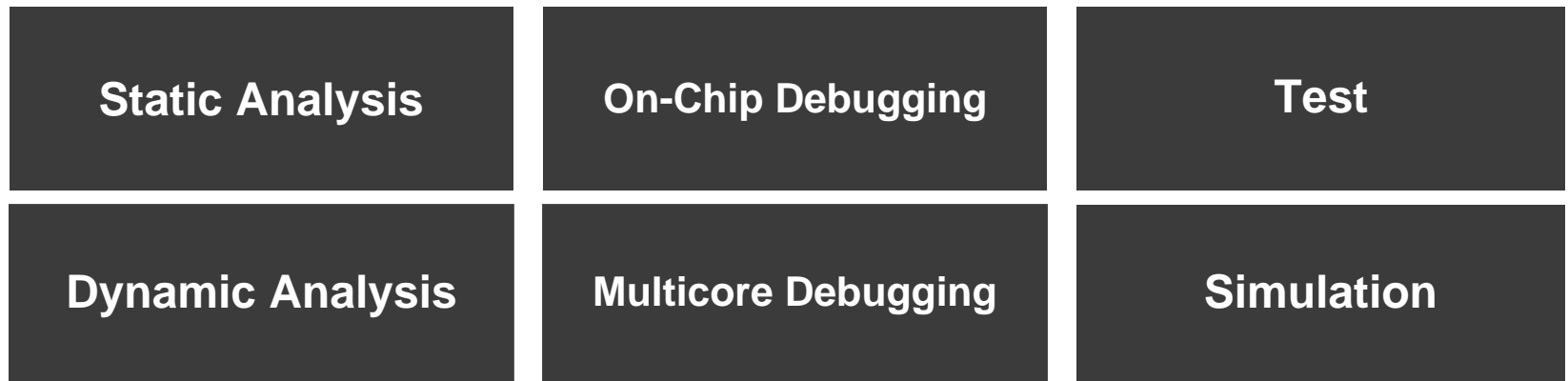
- **Administration**
- **Diagnostics**
- **Self-management**
- **Managed services**

Wind River Workbench Strategy



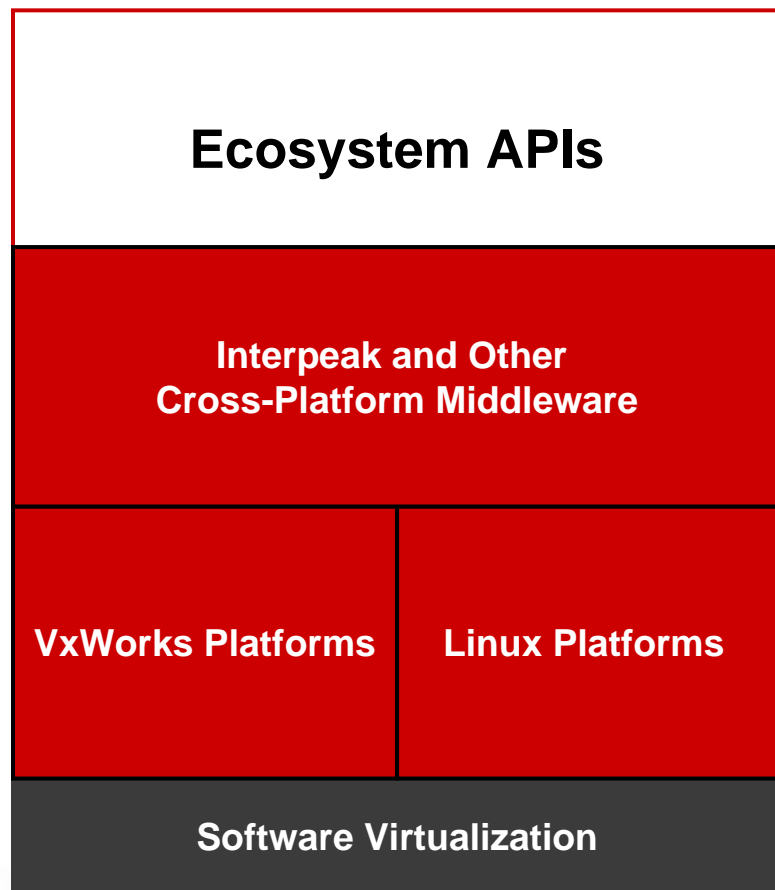
Wind River Workbench Strategy

Extending the Value of Eclipse



Driving Value Into Eclipse

Run-Time Platform Strategy



- **Enable the partner ecosystem**
- **Open, standards-based VxWorks**
- **Accelerate commercial grade Linux**
- **Software virtualization**
- **Hardware optimization**
- **Multicore support**

**STAY TUNED
TOMORROW**

WINDRIVER
2006 WORLDWIDE
USER CONFERENCE

WIND RIVER