



# Linux, MeeGo, and China: Power to Change the Industry

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## A vision that defined a computing era





# What is the Linux vision?



# Linux has come a long way



# Linux Runs the New York Stock Exchange... and the Tokyo, London, Chicago, and more.





# Linux Runs Nuclear Submarines





# Linux runs the City of Munich – From Desktops to Servers





# Linux Runs Air Traffic Control





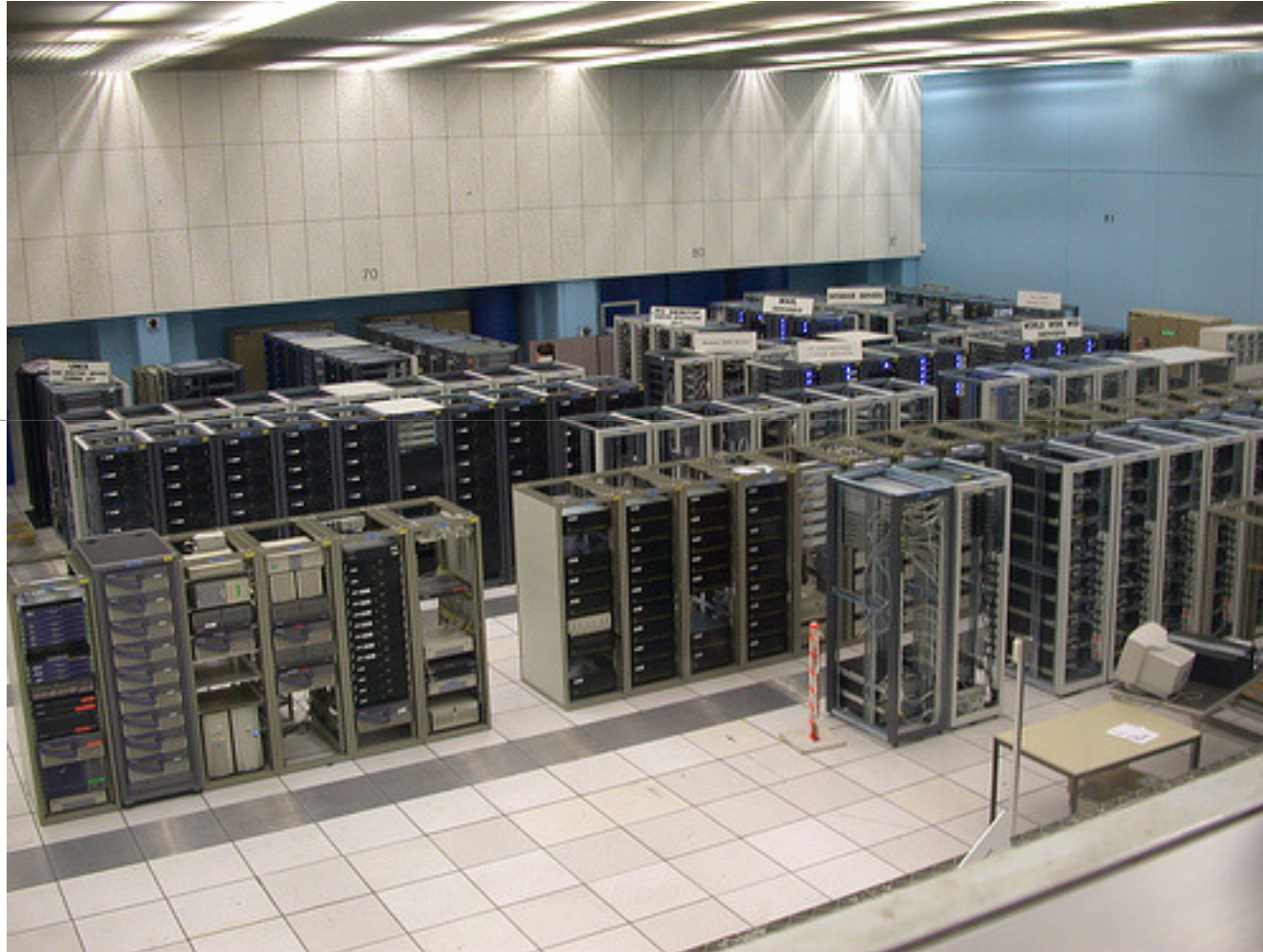


# Linux Runs French Parliament





# Linux Powers the \$10 Billion Dollar CERN Super Collider





# Linux Discovered Oil in Brazil





# Linux Powers the One Laptop Per Child Project





# Linux Created the Effects in Avatar





# New Smart Grids Run on Linux



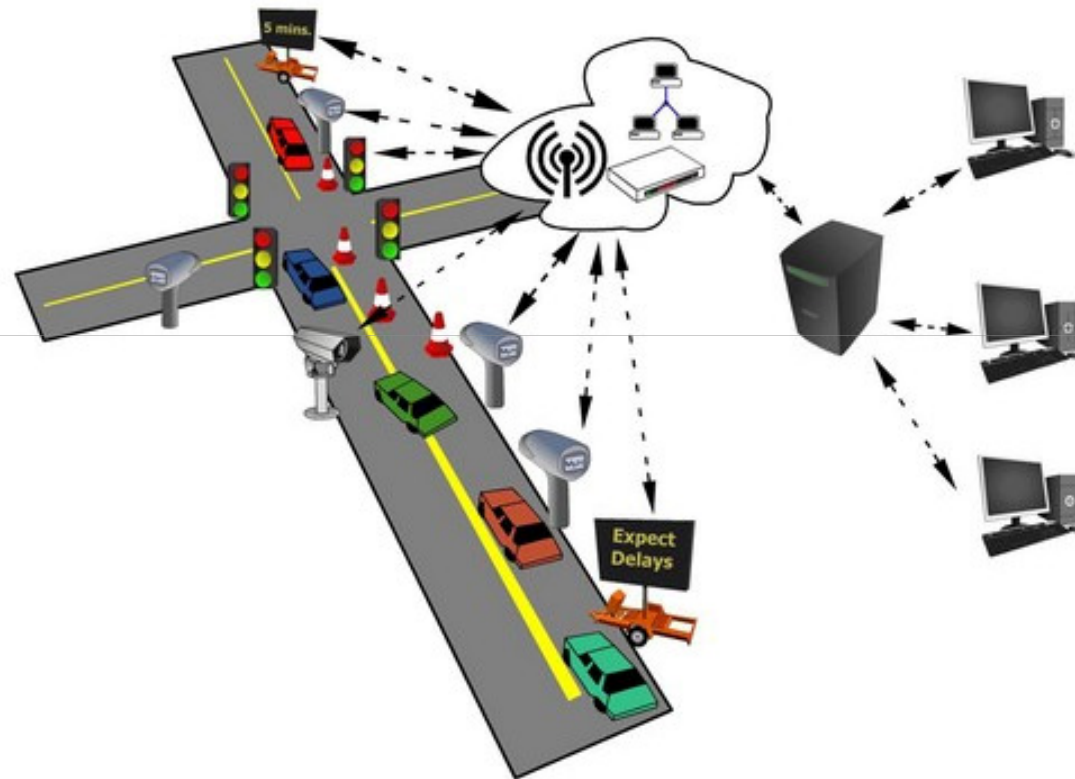


# Linux is powering BMW automobiles





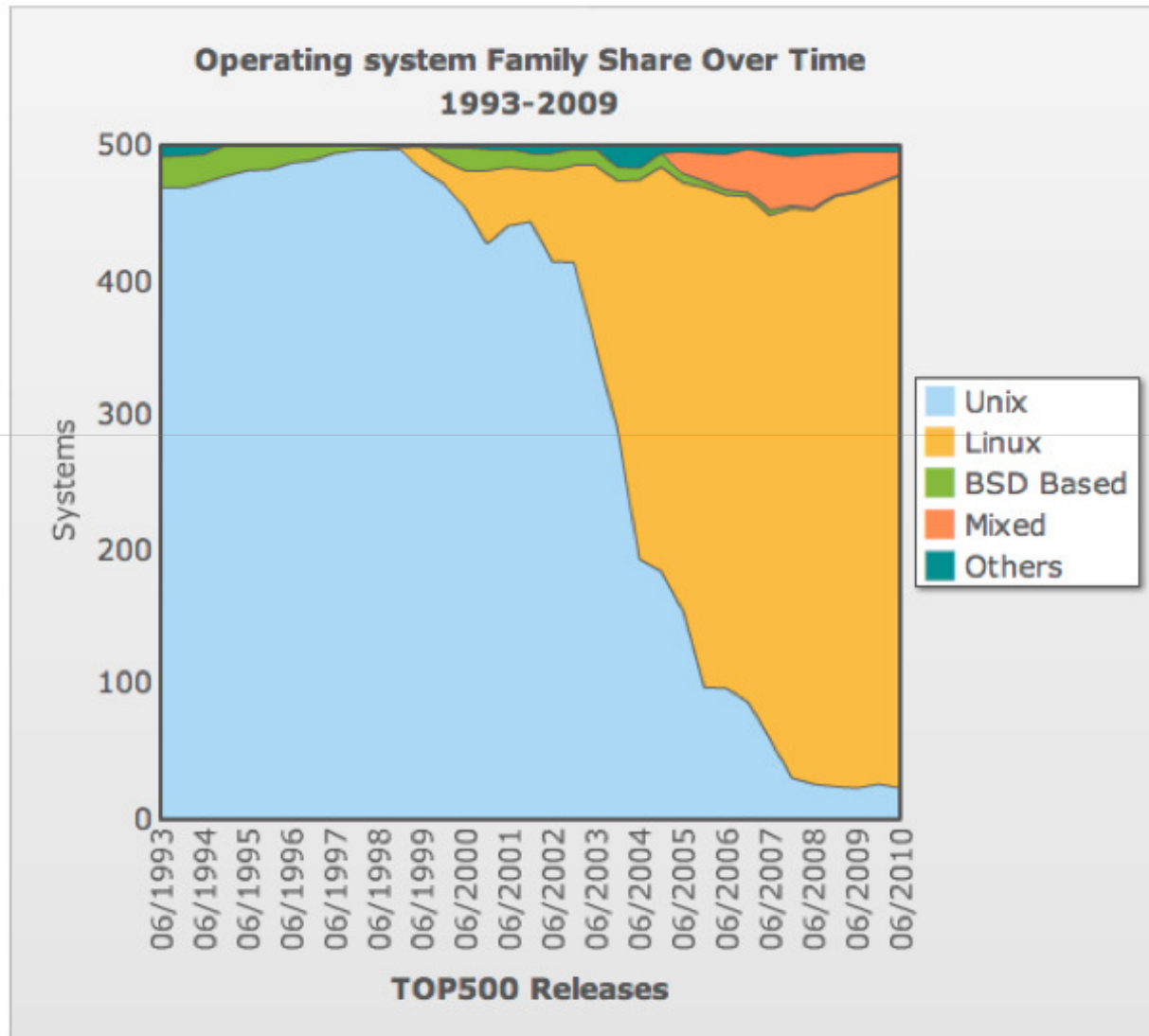
# Linux is also powers smart traffic systems





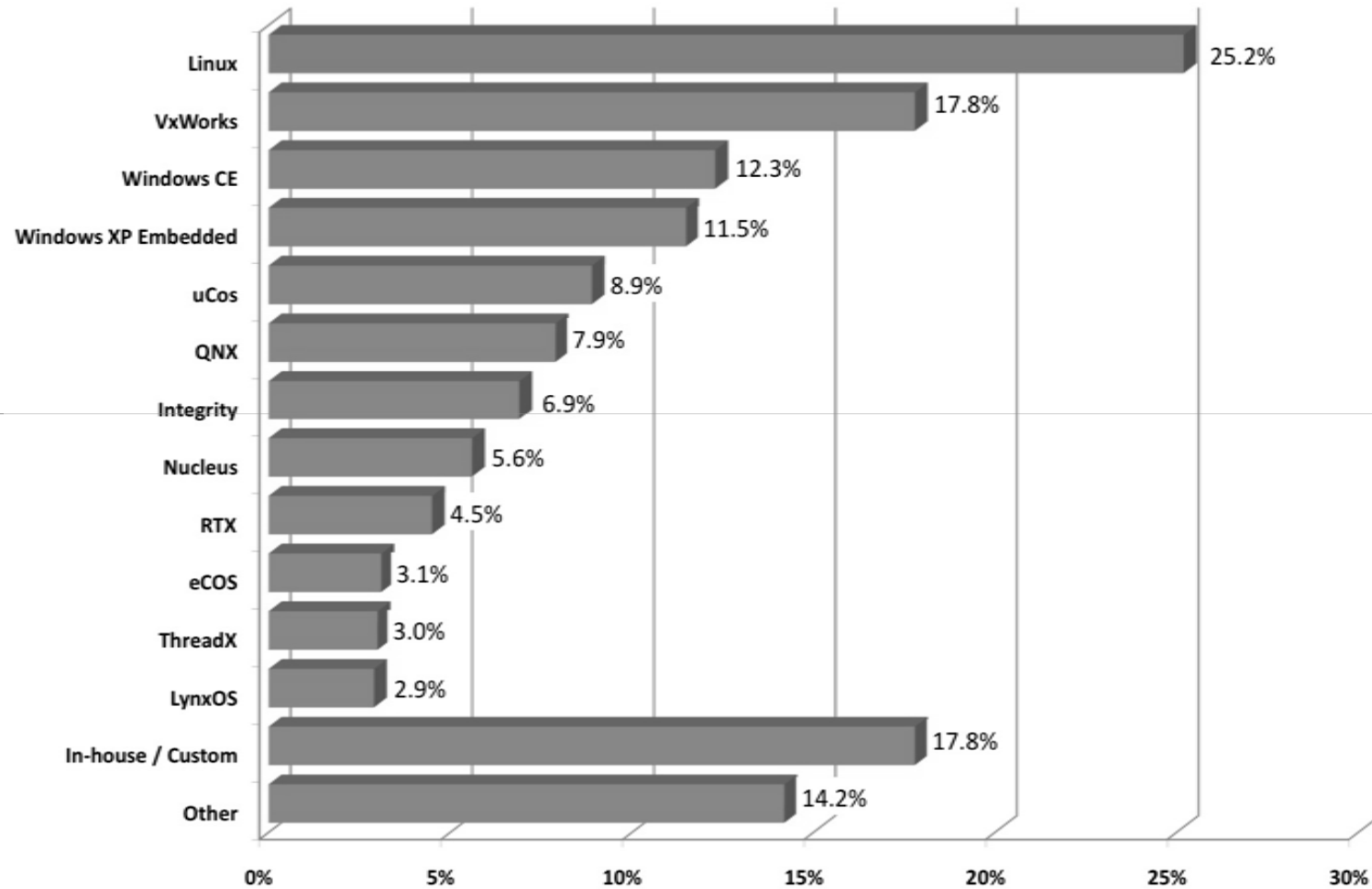


# Linux is Dominating Super Computing





# Linux is dominating Embedded OS Market Shares



Source: Embedded.com 2009



# Linux is dominating the mobile device market



Google Chrome OS

MeeGo™

palm webOS™



**2,700,000**



**10,923**



**5,547**



90%



**\$1,000,000,000,000**





**\$10,800,000,000**



\$0



1



# So what is the Linux vision today?



# Our Vision: A Computer in Everything running Linux





**Linux is becoming  
the fabric of  
computing**



**It is end of an era and beginning of a new one**





# Why is the world turning to Linux?





# Reason One: The Internet is Changing



**The Internet of People is 1 Billion...**



**...headed toward 2 billion**



## The Internet of connected devices...

- Cars
- Appliances
- Roadways
- Pipelines
- Livestock



...is headed to 1 trillion.

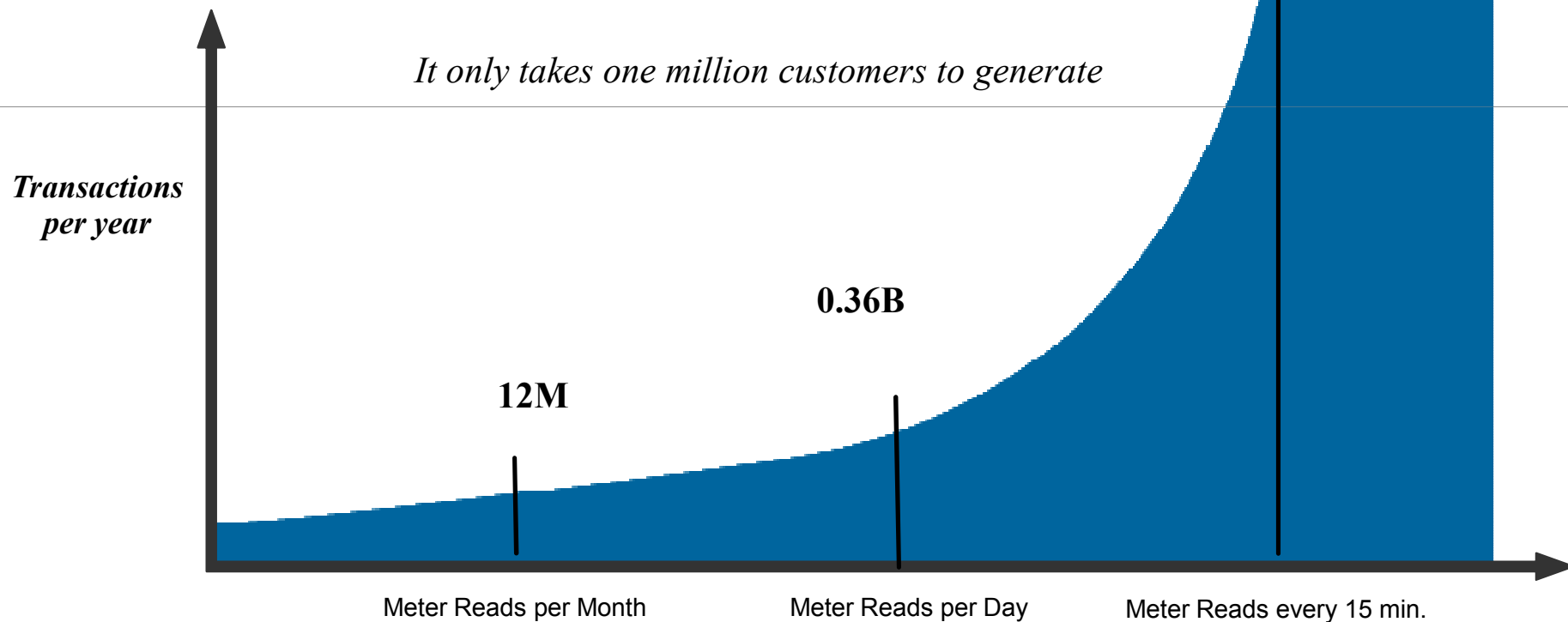


# Requirements are changing for a more instrumented, interconnected, intelligent world

## Due to Changing Workloads

e.g. Real-time optimization of a Power Grid by reading meters every 15 minutes...

**35B**  
*Transactions / Year*



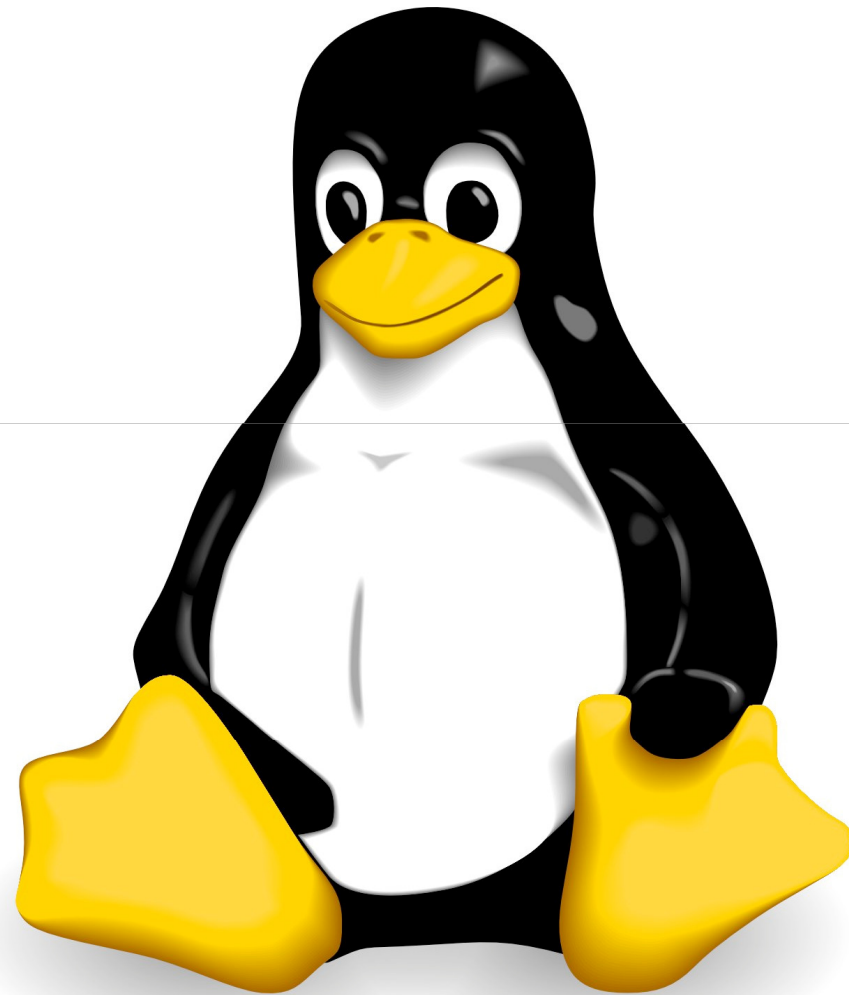


## What do you need to deal with this future?

- **Instrumentation:** in embedded systems to collect data
- **Network Servers:** to gather the data and store it
- **Super computers:** to analyze this data explosion
- **Devices:** to display, communicate and interact with that data



Sound familiar?

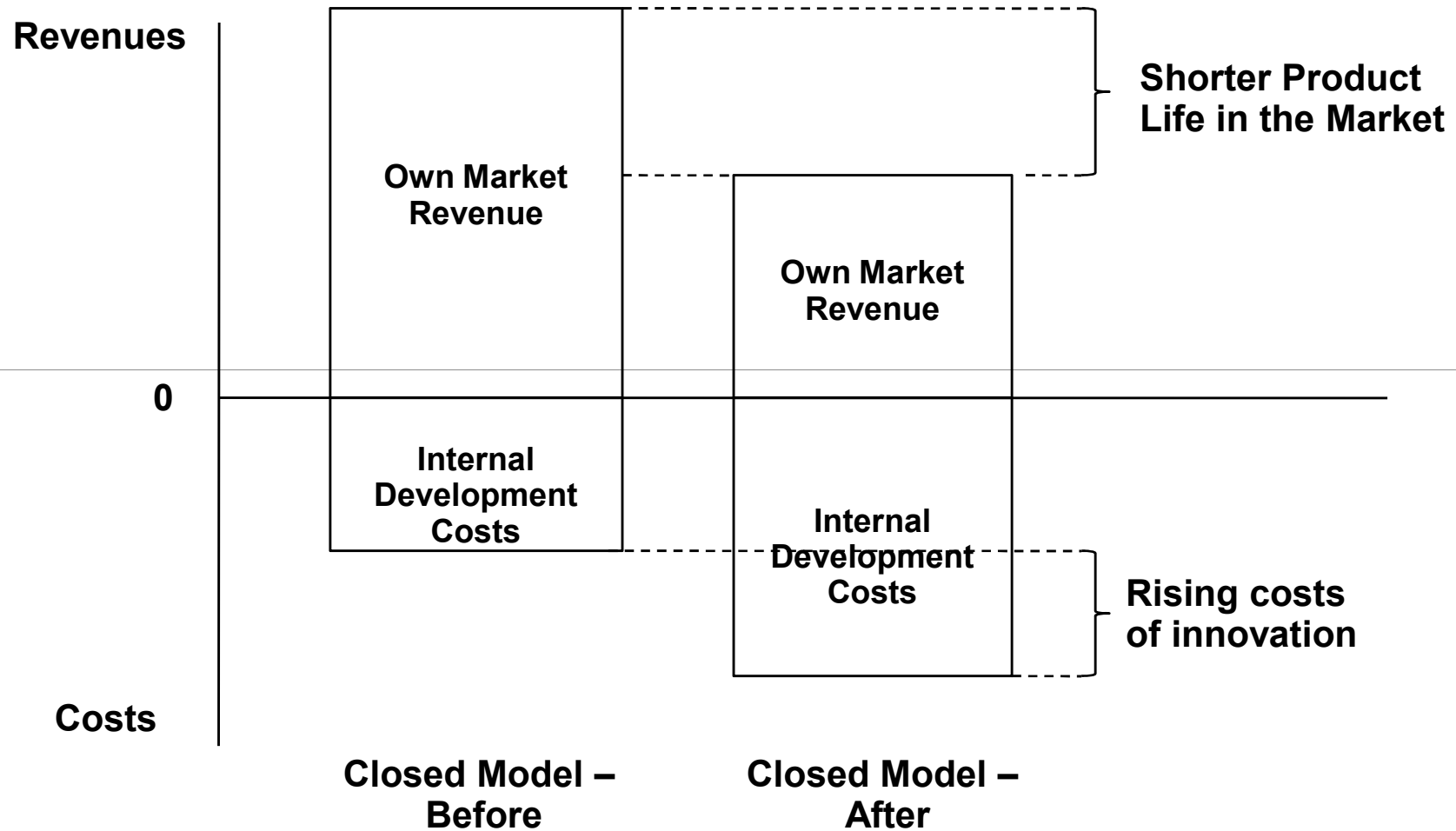




# Reason Two: It's saves money



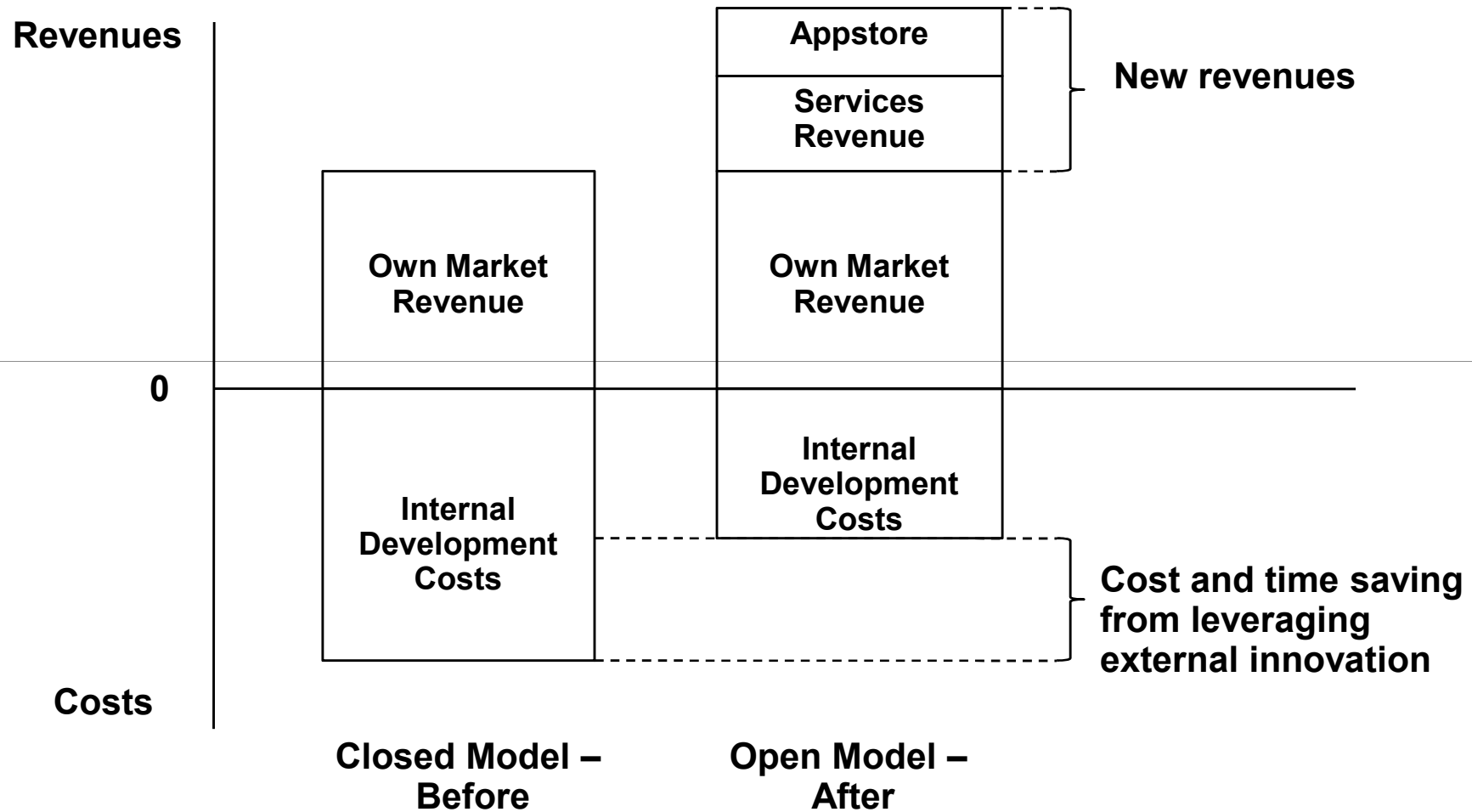
# The price pressure of innovation







# Open innovation enables new revenue streams, faster time to market, and lower costs





# **Reason Three: We are redefining personal computing**



# Is a smartphone the new PC?



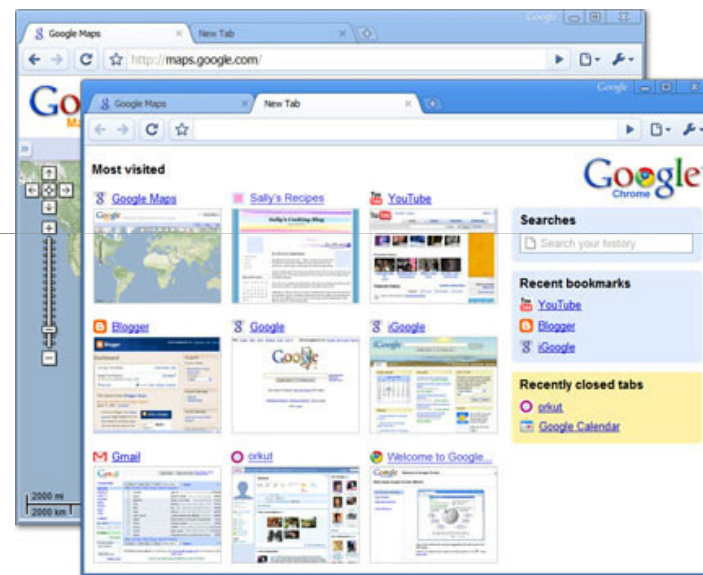


# Are MIDs, Netbooks and Nettops the new PCs?



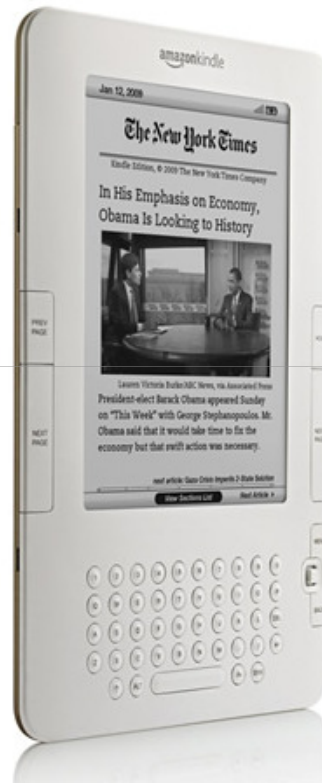


# Is the browser the new PC?





# Are e-readers or digital picture frames?





# Is your TV the new PC?





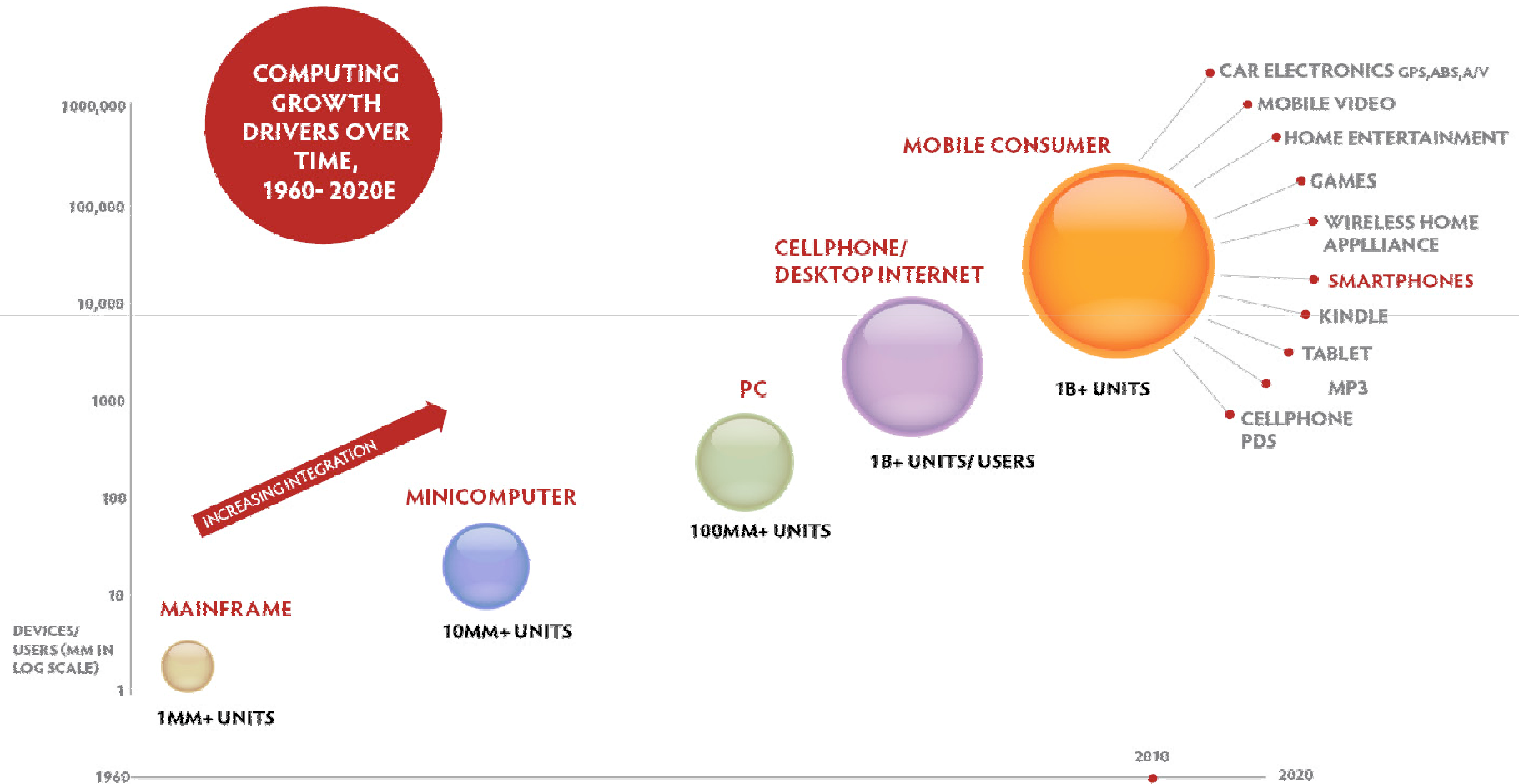
Is your car?





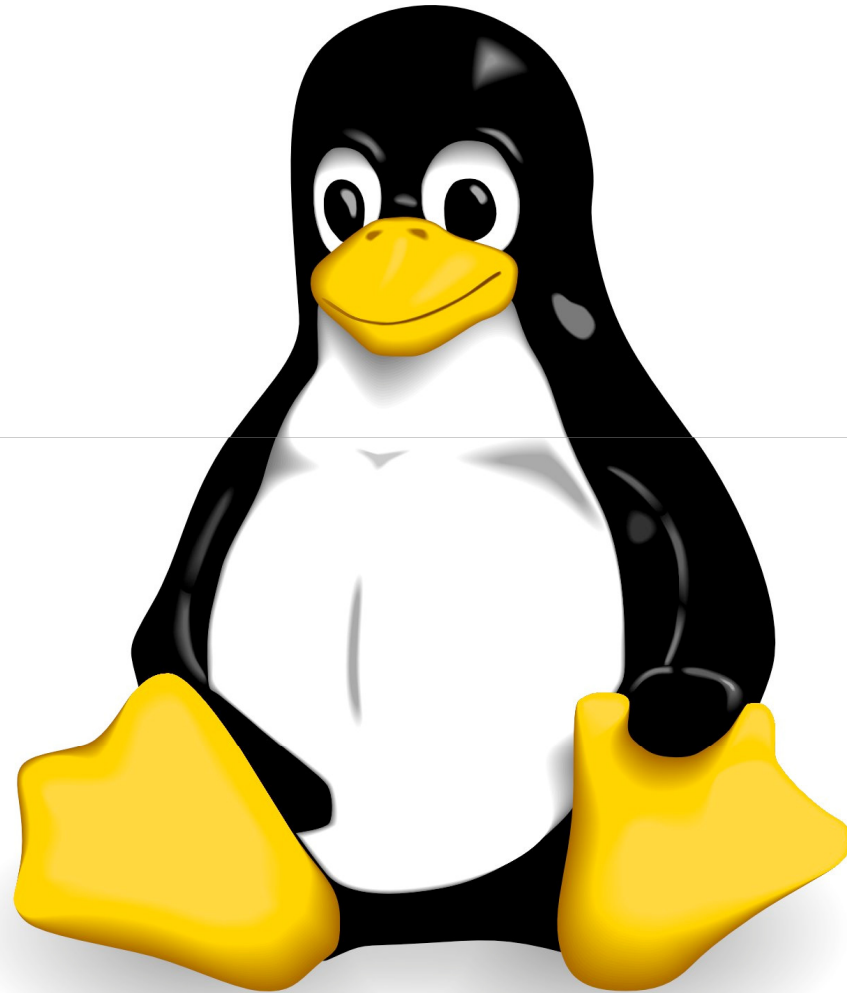


# The Mobile Client is where all the growth is





The mobile device world has a single thing in common.





## **Reason Four: The move to services**

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**FREE**



# T-Mobile Life's for Sharing

Personal customers Business customers Search site for... Search Register Login  
Home Shop Our services Mobile downloads Help & support My T-Mobile

Deal 1 Deal 2 Deal 3 Deal 4 Deal 5 Deal 6 Deal 7

## FREE laptop with award-winning mobile broadband

Get online with T-Mobile's ultimate Mobile Broadband and laptop package



Mobile Broadband in your area  
Check your expected coverage before you buy

Superfast broadband  
up to 4.5Mbps

WiFi HotSpot  
access

FREE USB  
modem stick

NOW £20/month  
(24 months)

£30/month  
(24 months)

£35/month  
(24 months)

FREE Asus Eee PC

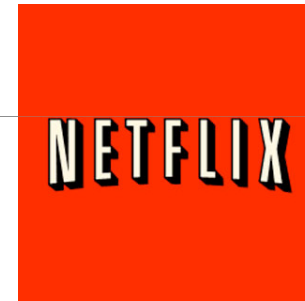
NEW HP laptop

NEW HP laptop





# The move towards a services economy for consumers





# The move towards a services economy for enterprise

appzero

cloudservers



Zenoss

salesforce.com ~~SOFTWARE~~  
Success On Demand.™



Linux is de facto winner as a services platform

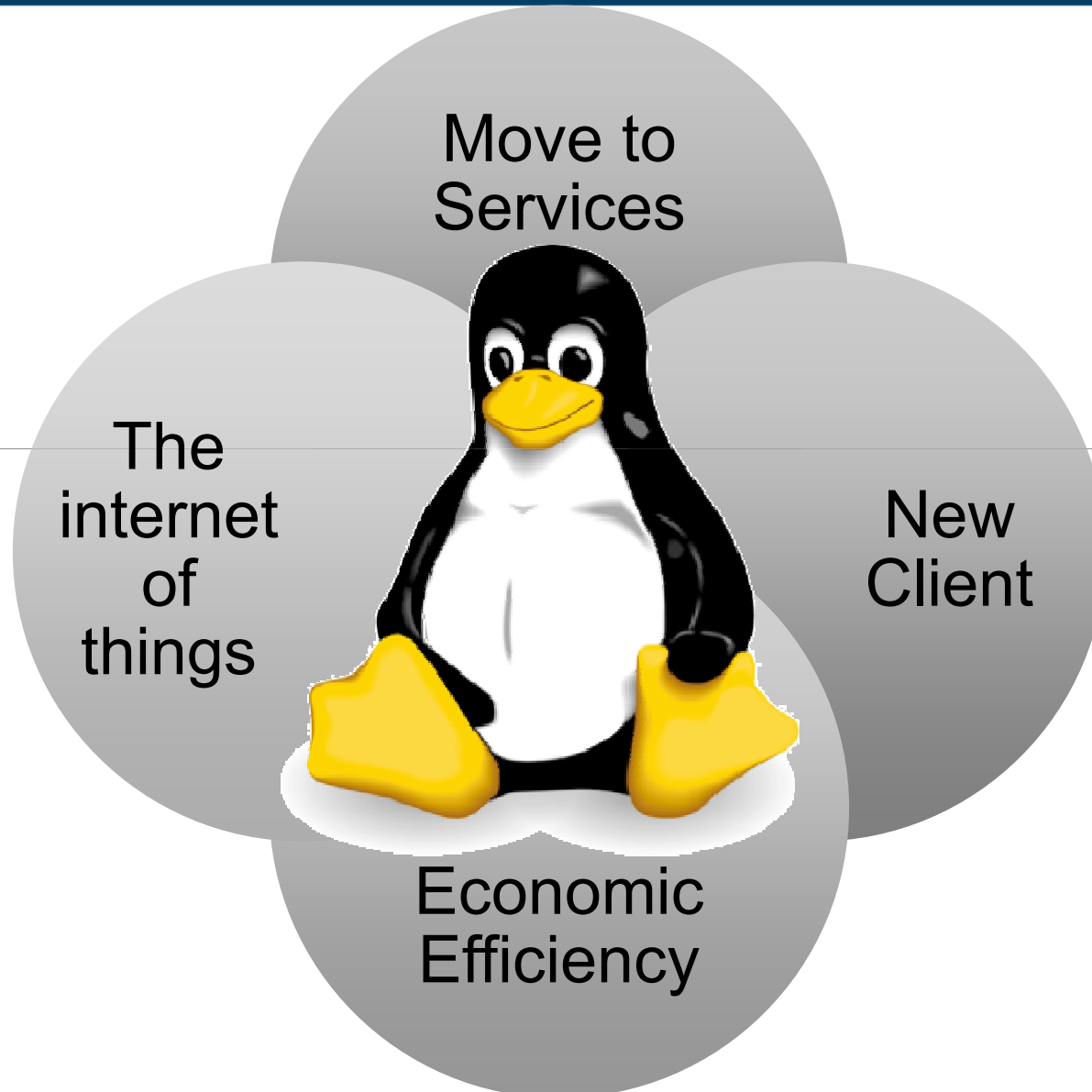


**Could Google, Amazon or Facebook be the companies they are today if they were written on Microsoft .NET?**





# Linux is the center of all major computing trends





# Join us...



The Linux Foundation is the center of Linux development, legal defense and promotion





# The Linux Foundation is Represented by Firms with Major Investments in Linux





# The Linux Foundation hosts a broad range of technical, legal, and promotional workgroups



Open Source Compliance Program

Driver Backporting



Travel Fund



NDA Program



Legal Defense



Green Linux



Open Source as Prior Art

Kernel.org Staff

HPC

Technical Advisory Board

Japan SI Forum

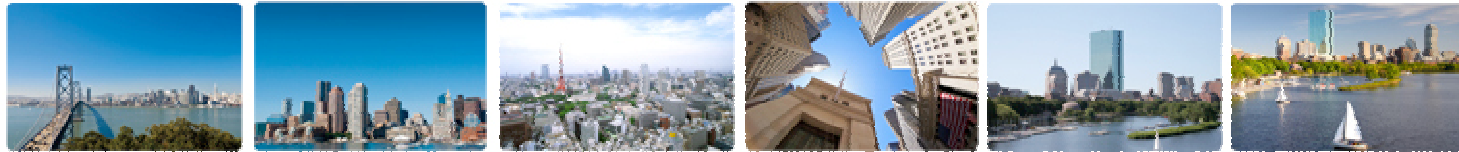
IPv6 Workgroup

Linux Standard Base





# Linux Foundation events are the centerpiece of the Linux cooperation



April 14 - 16, 2010 • San Francisco, CA



August 10 - 12, 2010 • Boston, MA



August 31 - September 1, 2010 • São Paulo, Brazil



September 27 - 29, 2010 • Tokyo, Japan



October 12- 13, 2010 • Jersey City, NJ



THE 11<sup>TH</sup> ANNUAL LINUX  
KERNEL SUMMIT

NOVEMBER 1 - 2, 2010 • CAMBRIDGE, MA

November 1 - 2, 2010 • Cambridge, MA

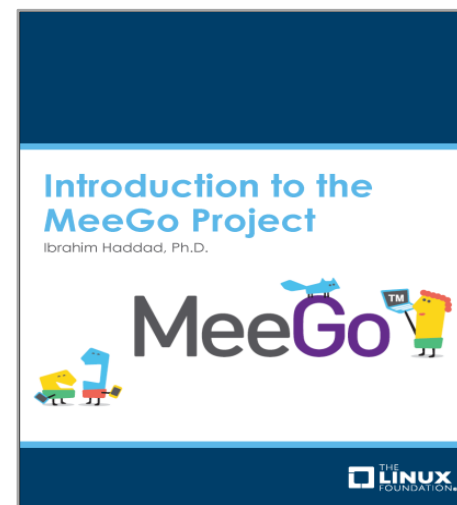
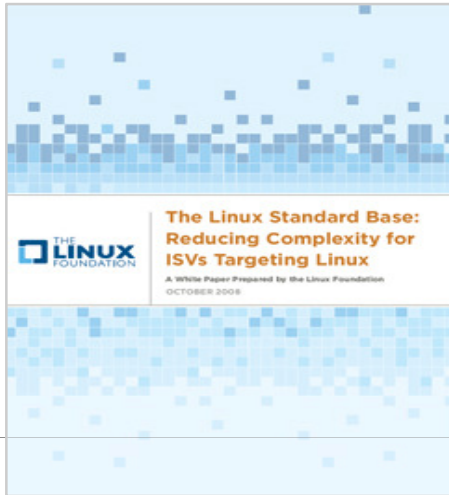


November 3 - 5, 2010 • Cambridge, MA



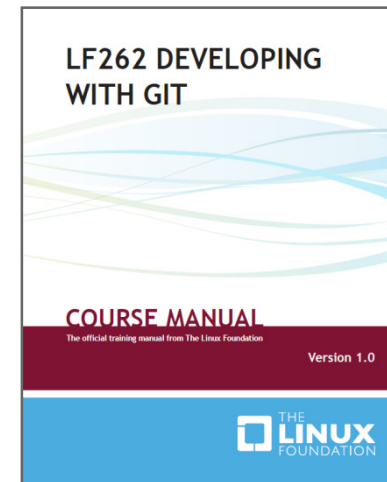
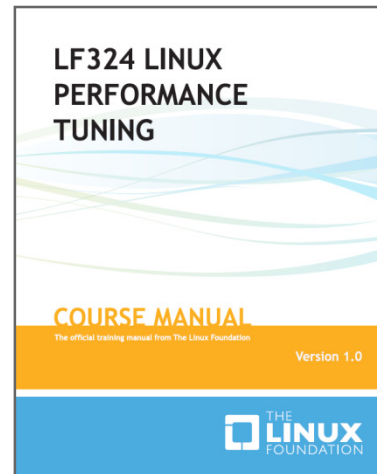
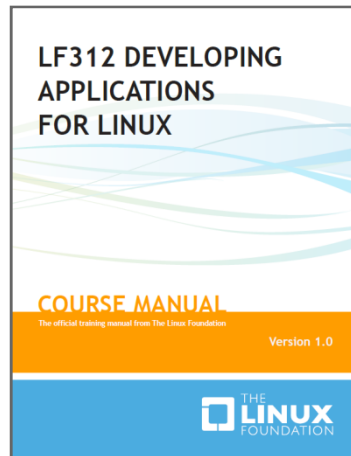
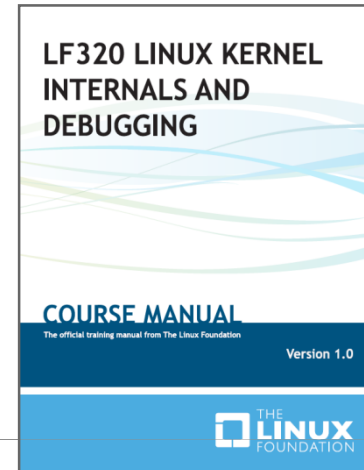
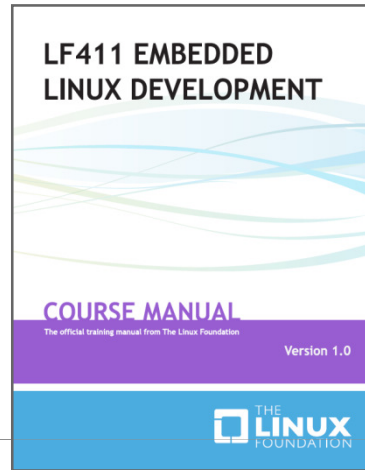
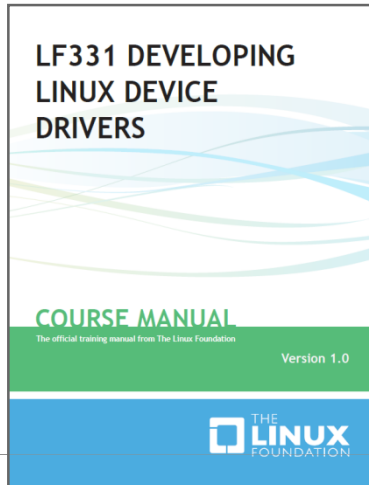


# The Linux Foundation is the central source of research for Linux





# The Linux Foundation offers training and technical services





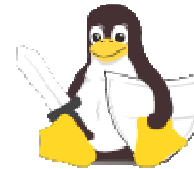


# The Linux Foundation is at the center of the Linux Defense Network

openinventionnetwork<sup>SM</sup>



Software Freedom Law Center



## LINUX DEFENDERS



open source

### OSAPA



## Linux Legal Defense Fund



# The Linux Foundation Provides Linux News and Information to Millions Each Month

The screenshot shows the Linux.com website interface. At the top, there is a navigation bar with links for "Linux Foundation", "IdeaForge", "Video", "Events", and "More". On the right side of the top bar are links for "Login", "Submit Article", and "Register". Below the navigation bar is the "LINUX.COM" logo and a search bar with the placeholder text "search linux.com".

The main content area features a navigation menu with links for "Home", "News", "Linux Community", "DistributionCentral", "Free Linux Support", "Directory", and "Media Library".

The primary content area is dominated by a large article titled "Fedora 12 Now Available" with a sub-headline "Improved network management, virtualization, and Theora support featured." To the right of this article are several smaller news snippets: "Fedora 12 Now Available Now Available for Download", "Bridging Open Source Enterprise and Community Collaboration Beyond the Software", "Smart Power Monitoring with Network UPS Tools Go NUTs with UPS", and "openSUSE 11.2 Officially Released Linux for Power Users".

On the right side of the main content area, there is a promotional banner for "MEMBERSHIP HAS ITS BENEFITS" featuring a cartoon penguin wearing sunglasses and a "LEARN MORE" link.

Below the main content area, there are three columns of content:

- LATEST TUTORIALS:** Includes a "Tech Tip: Find Directories Over a Certain Size" and "Stumbling and Sniffing Wireless Networks in Linux, Part 3".
- LATEST QUESTIONS:** Lists several questions related to Ubuntu, WINE, and hardware issues.
- FEATURED BLOGS / POPULAR NEWS:** Lists various blog posts such as "The Birth of the SGIP (Live from Denver)", "Corporate IT Policies More Linux-Friendly", and "Cross-Platform Coding for Visual Studio Developers via Mono".

At the bottom left, there is a "Software" section highlighting "Mozilla Weave Goes Beta".



# Companies Build Their Business Around Linux: The Linux Foundation Helps Get the Most from It



## How To Work With The Linux Community

- Consulting, Education and Connections
- Sharing Best Practices



## Building Technical Competency

- Build Services
- Custom Linux Training
- Research/Education
- Workgroups



## Legal Collaboration

- Legal Summits
- Legal Defence Fund
- The Open Compliance Program & Tools



## Influencing Users & Developers

- Leadership PR
- Linux.com Coverage
- Speaking at Events
- Reaching Millions of Users Per Month

Linux Foundation Programs



**Thank you.**