Future Markets

For an Open Phone

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Overview

- Individuals
- Value adders
- Hardware modifiers

Individuals

- End-users
  - Geeks, captive customers (see below)
  - Small in number but maintain visibility
- Developers
  - Very small in number
  - Their work makes the platform strong

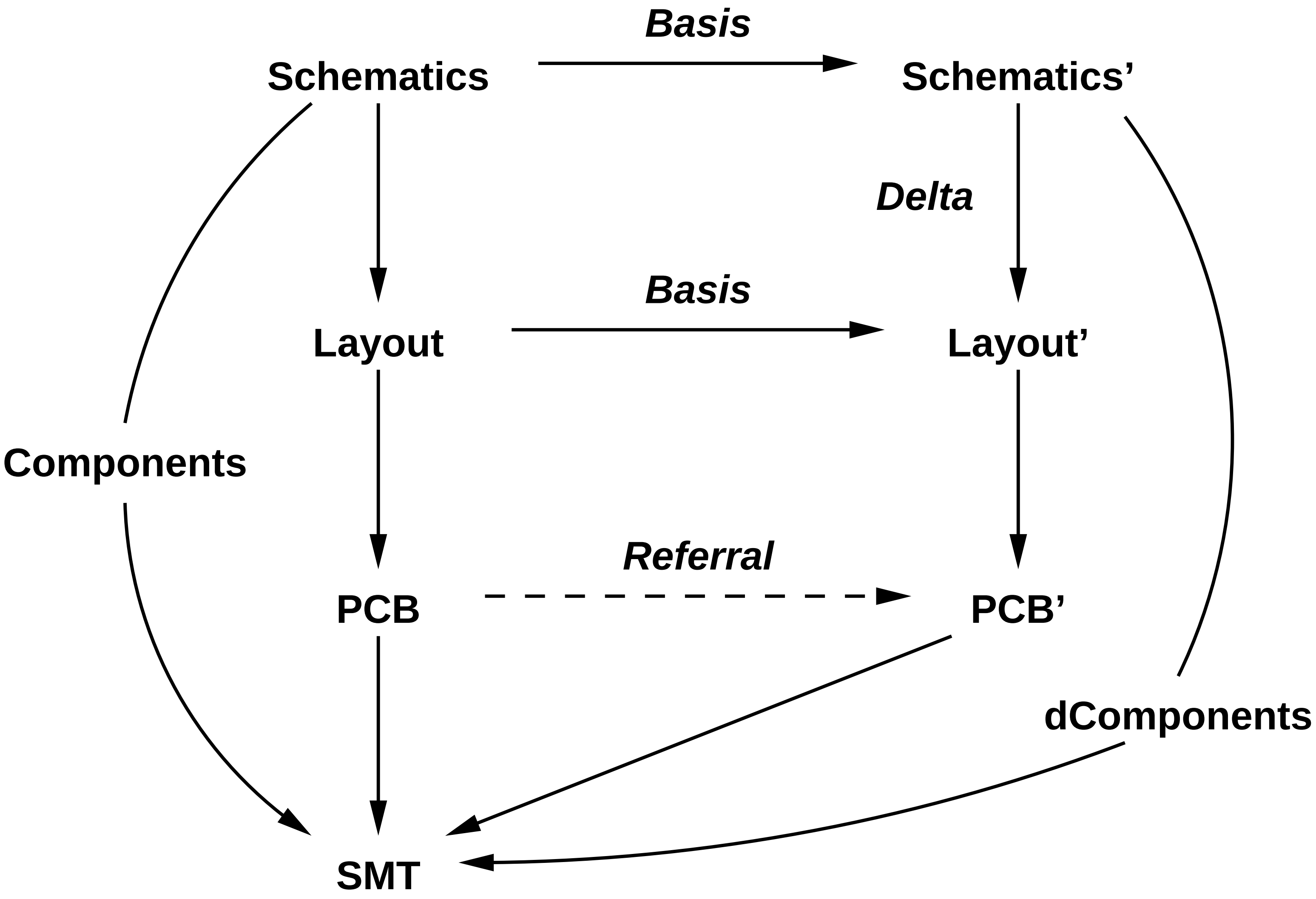
Value Adders

- Integrators
  - Need surprise-free platform
  - No royalties
- Small carriers
  - Desire to customize product
  - Too small for big vendors to listen to them
  - Niche shared with Android

Hardware Modifiers

- Hobbyists
  Can explore crazy ideas we can then pick up
- VARs who need special hardware
  or just a different "standard" feature set
- Companies too small to afford entire design cost

Alternative Hardware Flow



Adding Value

- Design consulting
- Pool resources at SMT