

# *Mobility in Consumer Electronics*

Advancing the Business of Manufacturing

# MOBILITY IN CONSUMER ELECTRONICS

## Advancing the Business of Manufacturing

**In today's connected world, consumers are demanding superior devices that are connected to each other and services that run seamlessly across different devices and platforms.**

Mobile consumer device leaders are increasing their presence in the enterprise business world with robust, next generation solutions, pushing out platforms that lag behind in innovation or fail to meet user demands. After failing to meet user demands, the previous standard in business mobile devices is being replaced by more innovative solutions. The phenomenal growth of smartphone and tablet shipments and the shifting popularity of different mobile device brands make it clear why enterprises must continually revisit their mobility strategies and policies

Mobile device vendors that fail to innovate and miss the mark on user demand, can quickly transition from market leaders to also-rans. As earlier-generation mobile devices fall out of favor, and mobility technologies evolve, enterprises need to follow a well-thought-out process to optimize their mobility strategies.

As operating systems, chipsets, components and platforms are becoming more commoditized and are available for multiple vendors, connected device manufacturers need to gain a competitive advantage by differentiating their products and bringing them to the market ahead of their competitors.

Mobile devices, such as smartphones and tablets, and their ability to connect wirelessly have helped drive interest and awareness of home automation products and services. According to The NPD Group's recent Home Automation Study, 88 percent of mobile device owners are aware of home automation devices compared to just 78 percent of consumers overall. Of those who own a network-connected home automation product, four-out of five (81 percent) own a smartphone or tablet.

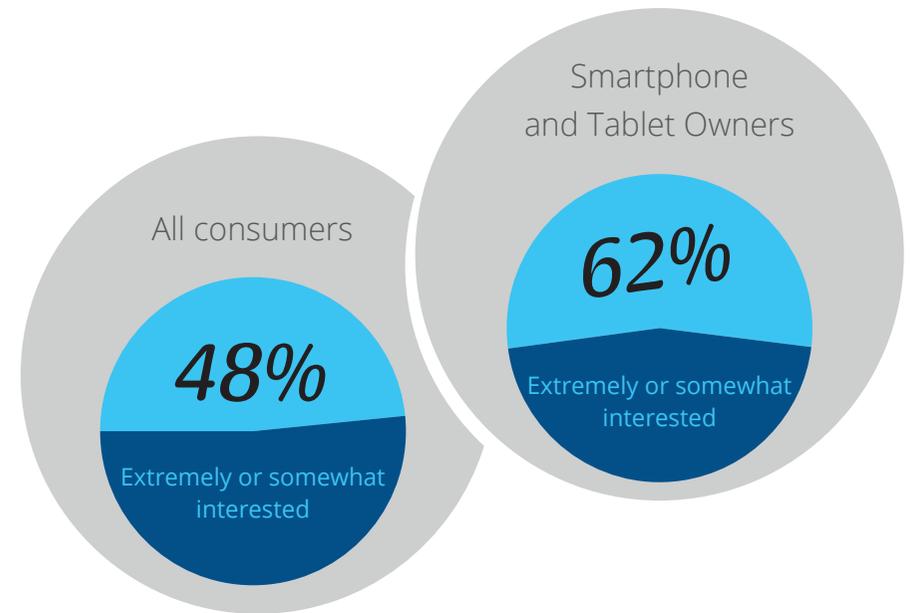
"Mobile connectivity has enabled products from programmable thermostats to home security systems, to be controlled remotely, thus increasing their appeal and utility," said Ben Arnold, executive director, industry analyst, The NPD Group. "Another key part to this growing industry is the app ecosystem which allows consumers to use one device to monitor and control multiple products."

Home automation products, while not new, haven't gained widespread adoption; however interest continues to build. Among all consumers, 48 percent said they were either "extremely or somewhat interested" in purchasing home automation products. Among smartphone and tablet owners, the numbers are higher with 62 percent of consumers saying they are "extremely or somewhat interested" in purchasing.

The shift in the market towards increased mobility and accessibility has also changed the consumer profile of those who own and are interested in owning these devices. According to the report 37 percent of home automation product owners have a household income under \$75,000 and a fifth of consumers who own home automation products rent their primary residence– a very different landscape then when the category first emerged several years ago.

"Five years ago, the installation and use of home automation systems required expensive equipment and professional installations appealing to mostly upper income home owners, things have changed," said Arnold. "Now with more affordable options and the ability to access the interfaces from anywhere at any time, we see a whole new market opening up to younger, middle-class consumers who not only own, but rent as well."

Mobinius has over 5 years' experience in product engineering in the mobile industry. We work with the leading global device, consumer electronics and chipset vendors.

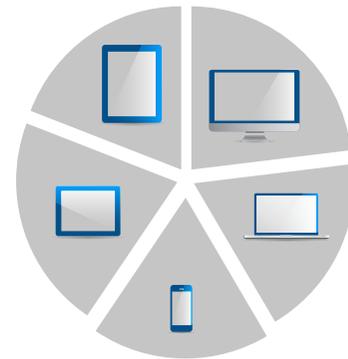


# WE HELP OUR CUSTOMERS



Shorten time-to-market of new products and services.

Differentiate from competitors with unique devices and innovative services.



Increase the productivity and quality of product developments.

Improve customer satisfaction and loyalty through new services, applications and superior user experience.



# WE OFFER

## 1. PRODUCT CREATION & LIFECYCLE MANAGEMENT

We help you improve the efficiency and quality of your product development. You will achieve lower costs, successfully launch new innovative devices on time and deliver superior user experiences.

In today's fast-paced mobile device and consumer electronics industries, know-how, speed and quality are everything. They determine your capability to exploit narrow market windows, keep costs in line and win new customers with increasingly evolving products.

Mobinius is the market leading services provider in the mobility space - we know how to build unique mobile devices and meet strict time-to-market requirements. By working with us you will be able to launch solutions customized to meet specific target market requirements. We specialize in open source, OEM solutions and integrating third-party solutions to differentiate your product.

Based on our experience and understanding of market leading hardware and software platforms, your solutions will be verified and stabilized as planned so you don't miss the market window.



## Creating and maintaining a product

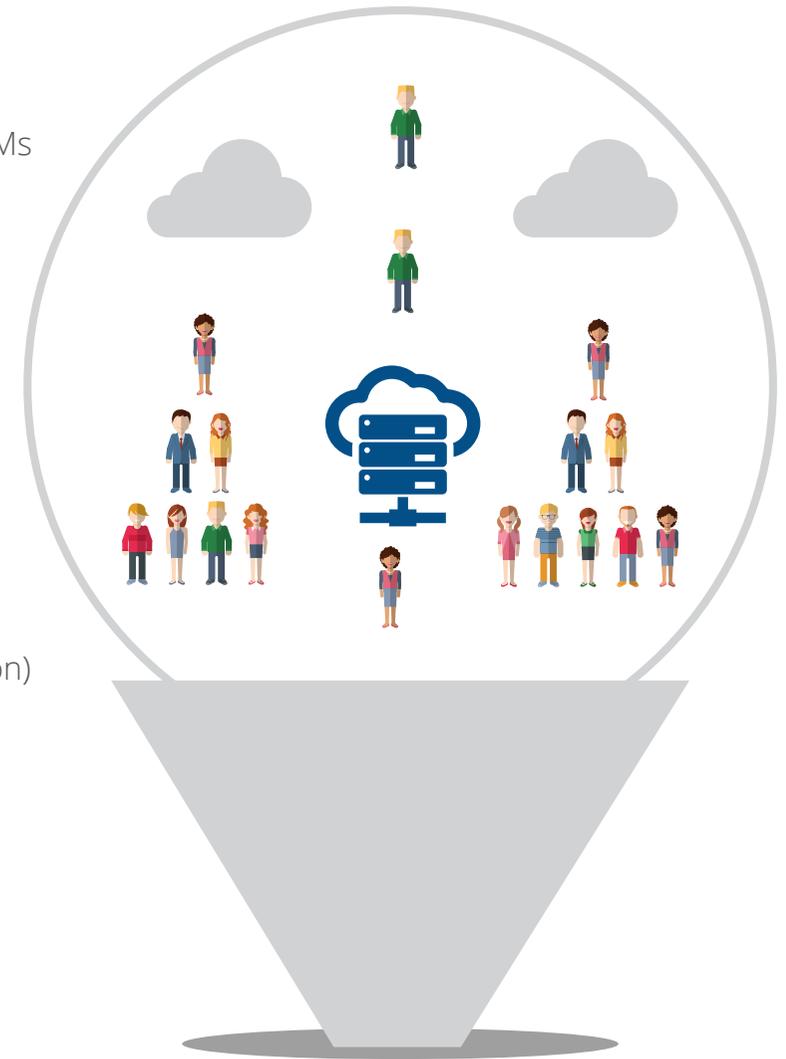
Mobinius offers turn-key product software services for device and consumer electronics OEMs

- Reference platform development and maintenance
- OEM product and variant creation
- OEM product life-cycle management across operating system upgrades

## Improving a product

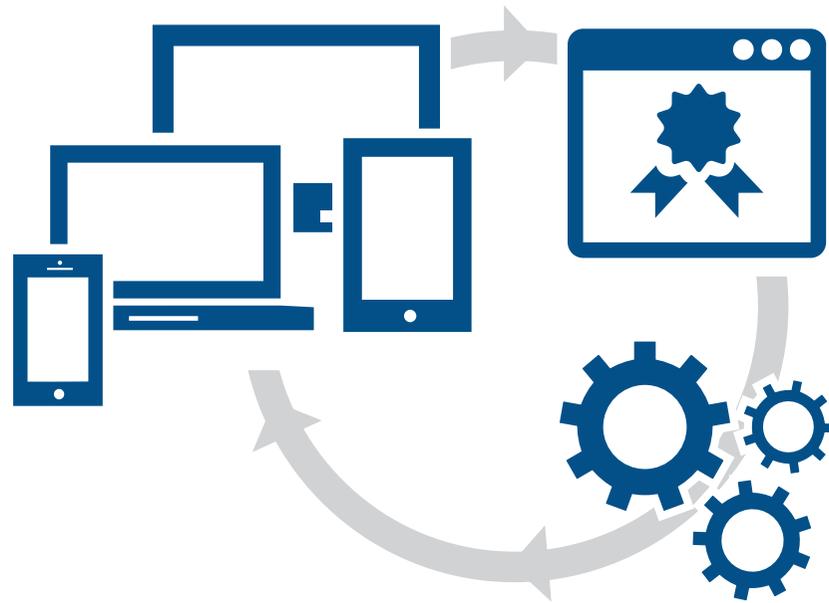
In addition to turn-key product software deliveries, Mobinius provides services addressing performance, stability and total user experience i.e.

- Troubleshooting for performance and stability critical areas (i.e. connectivity, graphics)
- Optimizing the graphics pipeline for faster rendering
- Designing embedded software for multicore targets (through vectorization or parallelization)
- Optimizing boot-time for your target system
- Implementing optimized pre-installed applications for your device



## Quality management services for OEMs

Mobinius provides services steering the quality of OEM product components i.e. platforms from ODMs, applications from software houses, peripherals from hardware companies. Standard quality assurance activities are extended by benchmarking and advanced power and performance measurement services.



## 2. MULTI-PLATFORM SERVICES & UX

In today's connected life, users are expecting attractive services and applications to be available for all the devices they use. Device vendors need to make their services available on any device and provide a seamless and optimized service experience across different devices.

Mobinius can help you to innovate and create the most attractive services to engage your customers. With over 25 product development specialists in the team we know how today's consumer devices & services are put together in cloud, air, anywhere.

### Consultation

- Service Concept Design Consultation
- Service Architecture
- Lean and agile consultation



### Design

- Concept creation
- Service innovation
- User Experience
- Visual design



### Multiscreen services

- Apps and 2nd screen solutions
- Service innovation
- Location based services
- Context-aware solutions
- Analytics solutions



### Product Lifecycle

- Lean maintenance services
- Service optimization and refactoring
- Mobinius – service transition powerhouse



### 3. CONNECTIVITY SOLUTIONS

The growing market for smartphones and tablets drives an accelerated adoption rate of technologies such as Wi-Fi, Bluetooth, GPS, NFC, WCDMA and LTE. This necessitates the creation of multiple new use cases for connecting and interacting with both networks and peripherals.

#### Connect your device to networks of today and future

The connectivity of your products is at the core of delivering the best customer experience – now and in the future. Connectivity is also the key to solving the data traffic growth challenge of wireless networks, whether based on offloading data traffic from the licensed spectrum to the wireless spectrum, deploying small cells or leveraging heterogeneous networks.

With the aid of Mobinius's expertise in connected devices, network technologies and roadmaps, you can ensure that your products are ready for connecting to the networks of today and tomorrow.

#### Taming the complexity and evolution of wireless technologies

The evolving nature of the wireless technologies requires big R&D commitment by both chipset vendors and OEMs during the entire product lifecycle. The integration of multiple technologies into a single chip, to save board space and achieve lower power consumption and costs, has increased the complexity.

Specializing in a single connectivity solution is no longer sufficient to provide compelling value to customers. Instead, having partners with broad wireless expertise is critical.

#### Platforms and technologies

Our connectivity SW solutions are based on unlicensed and licensed wireless technologies. Built on mobile platforms such as Android, Windows Phone or Tizen, as well as generic Linux, these solutions enable your products to meet the connectivity requirements set by your markets.

By leveraging our broad technology expertise and collaboration with relevant open source projects and communities, you will gain support for the complete lifecycle of your products.



## 4. PRODUCT DEVELOPMENT EXCELLENCE

The challenge for mobile device OEMs in the consumer electronics market is to stay competitive. Creating new innovative products, at the right time and with the right quality requires premium productivity.

With its Product Development Excellence offerings, Mobinius can help you measurably improve your product quality, shorten the time-to-market and improve the cost-efficiency of product development while maintaining the balance between these. We can offer you the following for your product development:

### Services and tools for product development excellence

- **Product development cloud** - cloud based development platforms and test environments enable dynamic service management through a service catalogue.
- **Virtual platforms** - turnkey service complement to your proprietary hardware to accelerate product development and testing.
- **Lab management solutions** - reduce operational cost in feature-packed labs, while maintaining the availability demanded by your developers.
- **Testing and test automation frameworks** - significantly improve the time-to-market of customer products and reduce quality assurance costs without risking product quality.
- **Product development platforms**
- **Software configuration management solutions** - integrate and adapt SCM tools and ways of working to serve the market needs on traceability and flexibility.
- **Build management solutions** - adapt build tools into flexible and high performance environments.
- **Engineering toolbox**
- **Mobinius's product development excellence** is founded on more than 8 years of working together with the world's largest mobile device manufacturers. Add to that our broad, recognized experience and knowledge in the IS/IT sector, and you'll see why Mobinius is the ideal partner for enhancing your product development efforts.

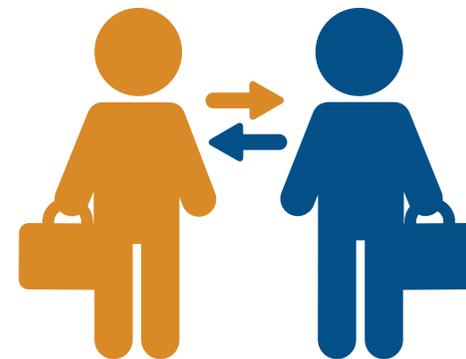


# PARTNER WITH MOBINIUS TO MEET EVOLVING MOBILITY NEEDS

Not much happens slowly in the world of high technology, and the mobility marketplace is among the most active and fast-evolving technology sectors. The presence of hundreds of millions of advanced smartphones, tablets and other mobile devices across the business landscape has dramatically altered the enterprise status quo. Companies hoping to stay competitive and wanting to achieve maximum operational efficiencies must keep pace with the evolving capabilities – and shifting fortunes – of different mobile devices. To best accomplish this goal, they must consider not only the capabilities of the devices themselves, but also a host of other factors critical to the overall success of enterprise mobility programs. If they conduct these assessments and evaluations in a comprehensive fashion, enterprises are likely to find Mobinius emerging as an obvious choice as a mobility partner.

Mobinius Technologies is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the world of Mobility!

For more information about Mobinius,  
Visit: [www.mobinius.com](http://www.mobinius.com)





# REACH US

Mobinius is the premier mobile solution partner for companies and individuals creating the next generation of digital applications. Mobinius develops custom solutions for the iPhone, iPad, Android and Windows Mobile platforms.

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