

TI delivers mobile phone customization with application suite ecosystem partners for high-growth markets

State-of-the-art solution

Key features

- All partner application suites are available on TI's "LoCosto" platform today
- Accelerated porting on OMAP-Vox™ solutions allowing manufacturing production as early as 3Q07
- Committed and aligned roadmap with all partners for future TI products

Overview



Broadening its commitment to accelerate wireless growth in China and high-growth markets worldwide, TI is working with leading application software providers to offer a scalable, integrated application suite for delivery of affordable feature phones to the market. Partner application suites are integrated onto TI's "LoCosto" single-chip mobile phone solution and OMAP-Vox™ product family for a highly customizable application solution that greatly reduces the overall handset development cycle. Working with market-leading solutions including Motorola AJAR, OpenPlug's ELIPS, Sasken's ARIA and SKY MobileMedia's SKY-MAP™, TI gives its customers the flexibility to select an application suite that can be easily adapted to the unique needs of handset products and specific operator and consumer requirements.

Porting, validating and integrating software requires significant monetary and time investment. Working with an ecosystem of application software providers, TI handset customers have the flexibility to choose a preintegrated solution, simplifying the development process. With the technical integration work complete, customers reduce time to market by approximately six months, opening doors for handset manufacturers to quickly deliver new phone models, particularly for high-growth markets. A common TI software foundation built with open-industry standard application programming interfaces (APIs), allows for software reuse and easy consistent migration across TI's roadmap of "LoCosto" solutions and OMAP-Vox platforms.

TI remains committed to delivering solutions for the emerging markets as they become more developed and need increasingly advanced technologies. TI and its applications suite partners make efficient use of system resources and promote seamless interaction between applications. These integrated offerings reduce time to market, allowing mobile device manufacturers to introduce new differentiated models faster and reduce costs.

Making **Wireless**

*TI application suite
ecosystem partner
solutions*



AJAR by Motorola

www.ttpcom.com

Motorola AJAR is an applications platform for mass market feature phones. AJAR combines a complete applications framework, toolset and a suite of pre-integrated applications to enable the rapid and cost effective development of highly customised, full-feature handsets.

Motorola AJAR represents a single investment in applications for products used across:

- Multiple networks (e.g. 2G, 2.5G, EDGE, 3G and HSDPA)
- Multiple OMAP™ processor architectures
- Different handset designs (e.g. candy bar, clamshell)
- Multiple TI cellular solutions
- A range of handsets from entry level to feature phone

Motorola AJAR enables rapid deep customization to meet the demands of

- Multiple operators
- Multiple distribution channels
- Multiple regions

Availability of AJAR on TI solutions:

- “LoCosto” solution: Now
- OMAP-Vox platform: 1Q07

ELIPS by OpenPlug

www.open-plug.com

ELIPS is the first open software platform designed for mass market phones. ELIPS Product suite leverages a unique component-based technology, which drastically simplifies and secures all the phases of mobile phone software development, integration and deployment. It enables mobile operators and handset makers to create, update and customize their phones in record time, while keeping full control over their design and development cycle.

ELIPS Framework is a highly-optimized embedded software framework delivering the flexibility of a true modular approach with no/limited resource or power consumption penalty on mobile devices while opening proprietary platforms to a large number of Linux® applications developers. ELIPS Framework runs on ULC and on low to high-end phones.

ELIPS Studio implements a PC-based development flow, allowing designing, configuring and validating complete mobile phone software in a platform-independent environment. It allows development and integration of new components, and target-equivalent testing in simulated or live network conditions.



ELIPS MMI provides the set of services and user interfaces to implement standard phone features such as idle screen, menu tree, call manager, phonebooks, settings, unified messaging, PIM and complex languages. ELIPS MMI also supports applications available from Open-Plug's partners, members of the ELIPS Partner Program, including messaging (SMS/EMS, MMS, email, chat), browsing (WAP, Web), Java applications, predictive text entry, DRM, connectivity—ELIPS MMI can be easily customized to fit handset makers' look and feel.

Availability of ELIPS on TI solutions:

- “LoCosto” solution: Now
- OMAP-Vox platform: 1Q07

ARIA by Sasken

www.sasken.com

ARIA, the Sasken Application framework, is a scalable, flexible platform for application and MMI development for feature phones. ARIA enables handset manufacturers to deploy differentiated phones with reduced time to market and lower total cost of ownership. ARIA provides a complete solution with pre-integrated industry standard components, optimized to the platform.



The architecture of the framework allows easy plug-and-play of components. The solution leverages Sasken's proven strengths in multimedia, enabling rich media experience on feature phones, without the need for additional co-processors. The advanced, state-of-the-art MMI architecture allows a deep level of customization. The offering includes a comprehensive suite of tools for development, MMI customization and testing, allowing development on the host that is directly portable to the target. In addition, based on its rich pedigree of support gained from its Services Business, Sasken provides support to its customers from design to launch and beyond.

Availability:

- “LoCosto” solution: Now
- OMAP-Vox platform: 1Q07

SKY MobileMedia SKY-MAP™

www.skymobilemedia.com

SKY-MAP™ consists of three fully integrated elements that bring together all of the applications software pieces required for mass-market handsets.

- SKY-MAP engines include all of the standards compliant middleware and protocols required to enable browsing, messaging, email, multimedia, IMS, security, synchronization, and Java™ applications.
- SKY-MMI™, coming from e-SIM, is a complete customizable and modular handset MMI framework, reference MMI and applications set, including voice telephony support, SMS, contact manager and other PIM applications, browser, MMS client, ringtones management, and more. This full-featured, modular and market proven MMI provides all of the applications required for the full range of handset tiers, from ultra-low-cost handsets to multimedia-rich feature phones.
- SKY now provides the PC-based RapidPlus™ set of MMI and applications software development and customization tools which enable rapid applications development and MMI customization.



Availability:

- “LoCosto” solution: Now
- OMAP-Vox platform: 4Q06

*For more
information*

For more information on TI's application suite ecosystem contact apps-suite@list.ti.com

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