

Game Developers Conference® | **March 9-13, 2010** | Moscone Center | San Francisco, CA

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**Game Developers
Conference®**

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Brew MP state of the union

Jason Kenagy

VP Product Management

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Brew MP Evangelist

Brew Product Evolution

The Brew
Solution



The Brew Client and
the Brew Server
Products on separate
migration paths



Any Content, Any
Network, Any
Device



Scale and Reach

1200+
Handset
Models

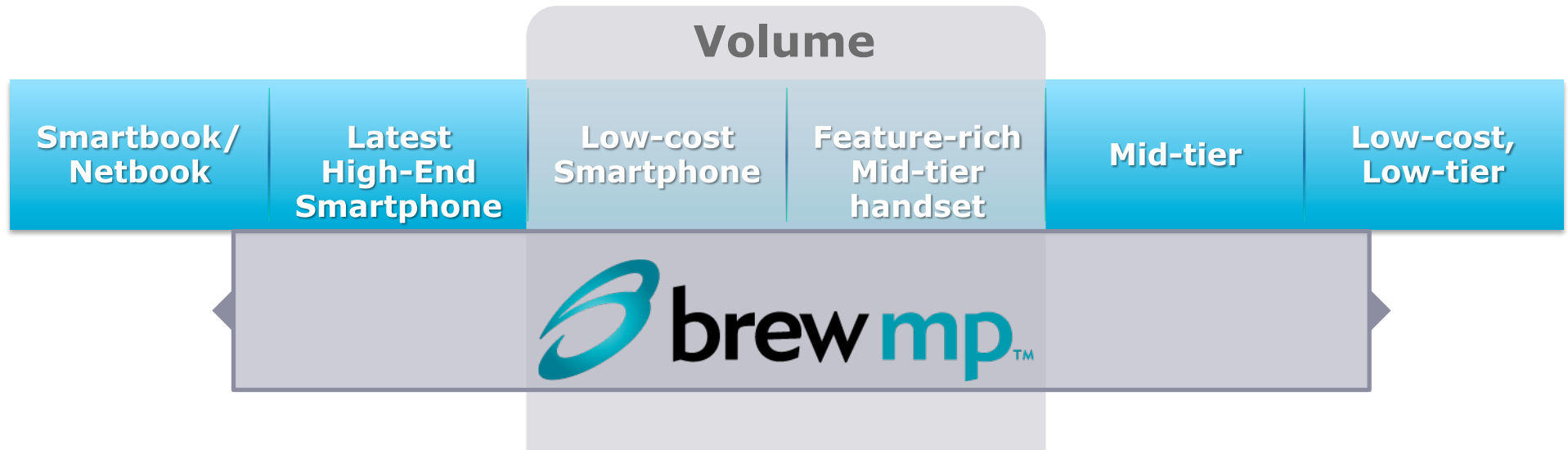
250M+
Devices
Worldwide

\$3B+
in Revenue

60+
Device
Partners

65+
Operators

Brew MP Supports Multiple Device Tiers



Reduces Fragmentation

- Consistent OS across multiple device tiers
- One OS for Java, widgets, flash and native C/C++ Brew applications

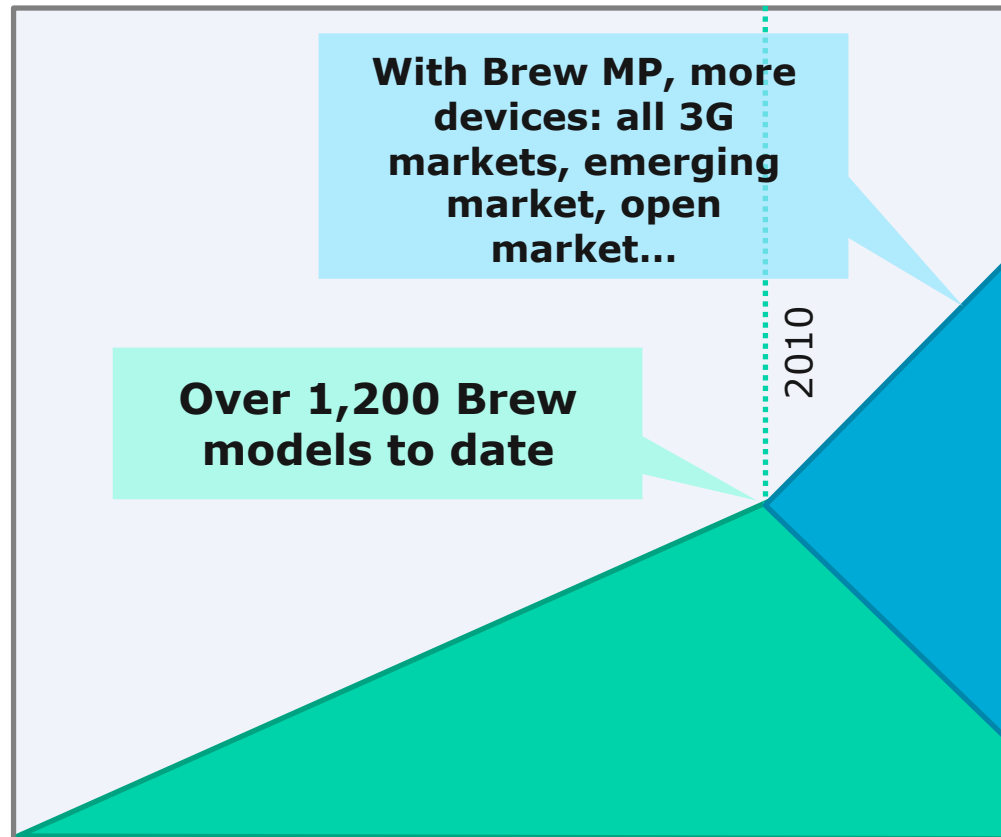
Extraordinary Experiences on Everyday Devices

- Highly efficient processing, memory and power management
- Exposes device hardware features with virtually no overhead





Brew to Brew MP Transition



Business model change drives expansion

Verizon Wireless goes Brew MP

Transitioning Brew
devices to Brew MP

Open Catalog initiative:
Simplifying certification
and on-boarding



AT&T adopts Brew MP

Brew MP will be the main OS for Quick Messaging Devices

Fastest growing category of devices

90% of this category will be Brew MP based by end of 2011

Devices launching in late 2010 and 2011



Reducing Time-to-Market with Preloads



1

Pre-
integration

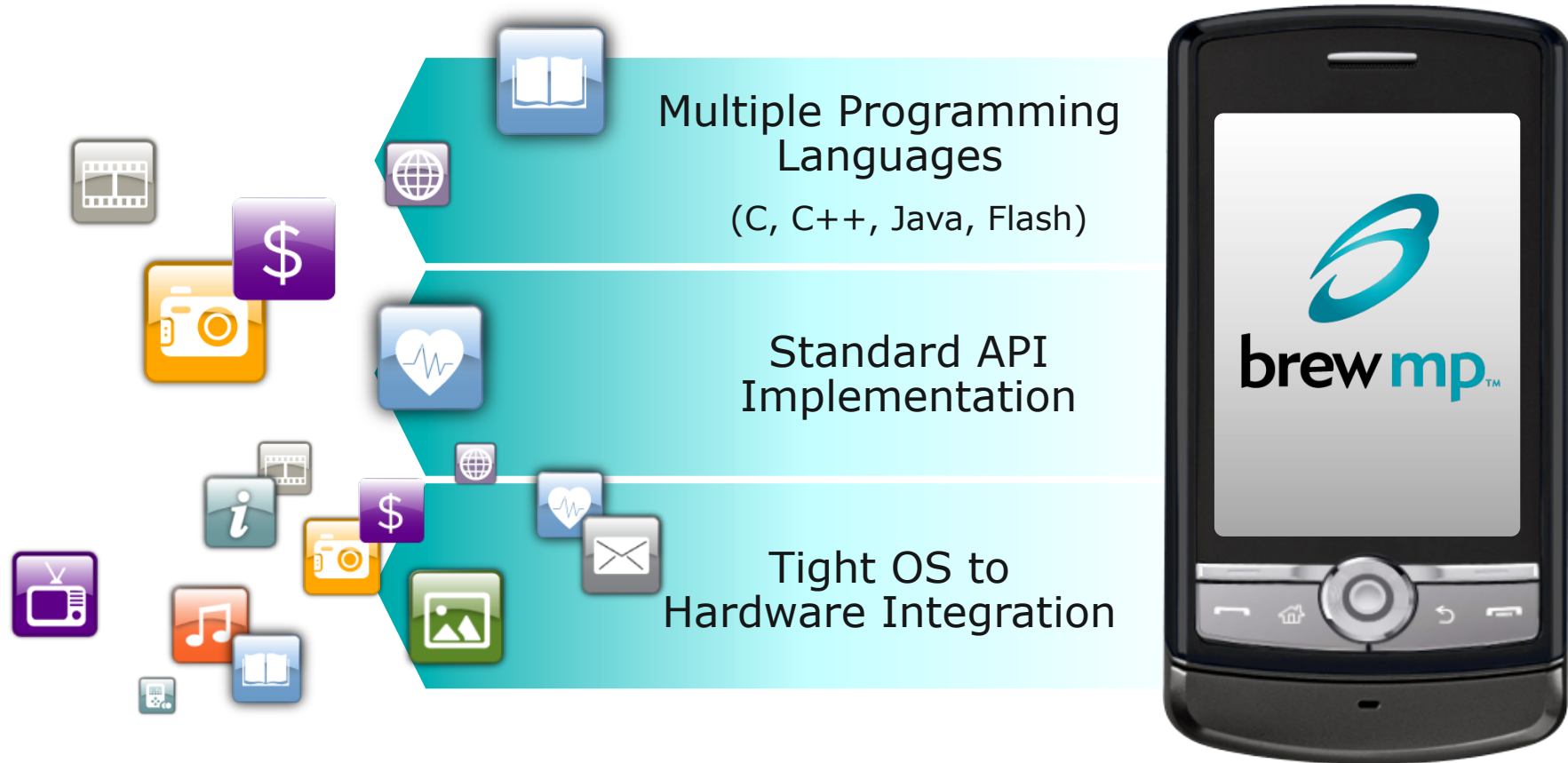
2

Pre-
optimization

3

Pre-
distributed

What defines Brew MP?



What is Brew MP?

Component Model	Component Families	Tools	3 rd Party Components and Apps
<ul style="list-style-type: none">• Interfaces• Implementations• Lifecycle• Security system	<ul style="list-style-type: none">• Exposes areas of functionality• Maximum use of hardware when available	<ul style="list-style-type: none">• Simulation, debugging• Resource management• IDE integration	<ul style="list-style-type: none">• Pre-integrated• Pre-tested• Pre-optimized

Component Families

Family	Description
Connectivity	Bluetooth, Wi-Fi and other methods of local area connectivity
Databases	Data storage on a mobile device, such as SQLite database support, call history, personal contacts, and timezone information
Hardware	Managing the hardware of a mobile device, such as battery, camera, position determination, USB, FM radio, joysticks, and flip-phones
Languages	Adobe Flash, Lua, and Java application management*
Media	Support for multimedia content, including music, images and videos
Networking	Network management, multicast and broadcast, web technologies
Security	Cryptographic algorithms and certificate handling
System	Application Environment (AEE), core services, module management, file system, memory management, locales, and settings management
Telephony	Telephony functionality of a mobile device including SMS messaging and call handling
UI	Displays and bitmaps, graphics, fonts, UI Widgets, and window management

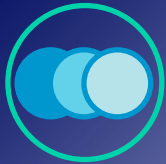
Brew MP Highlights for Brew developers

	Hardware	Software
	<ul style="list-style-type: none">• Hardware acceleration<ul style="list-style-type: none">— OpenVG 1.1— OpenGL/ES 2.0• Sensor support• Touch screen support<ul style="list-style-type: none">— Single and multi-touch• Down-sampling image decoder	<ul style="list-style-type: none">• Full backwards compatibility• Full process support• IDL for service remoting• Full windowing support• Heap tracker

Where is Brew MP Going?

	Brew MP 1.0.3	Brew MP 1.1
<ul style="list-style-type: none">> Big focus on platform consistency> Brew MP future development on themed paths> Forward Looking!	<ul style="list-style-type: none">• Incremental new features• Additional performance improvements• Aligns with new chipset features• Examples: Additional sensors, BT, USB, update enablement, telephony, XML/JSON parsers	<ul style="list-style-type: none">• New OpenMax based Multimedia subsystem• Full user mode application support• Graphics surface management• Flash player upgrades• Full software update support (SCOMO)

Tools



Multi Platform SDK

SDK supports multiple platform versions for targeted development, simulation and debugging



New Simulator6

Simulator with interactive Flash based skins, and extensible simulated builds



Target Manager

Utility to centrally manage both simulated and device targets



Test Enable Portal (TEP)

Automated test signature activation for on-device debugging.



Click2Run

For one click compile, install and run



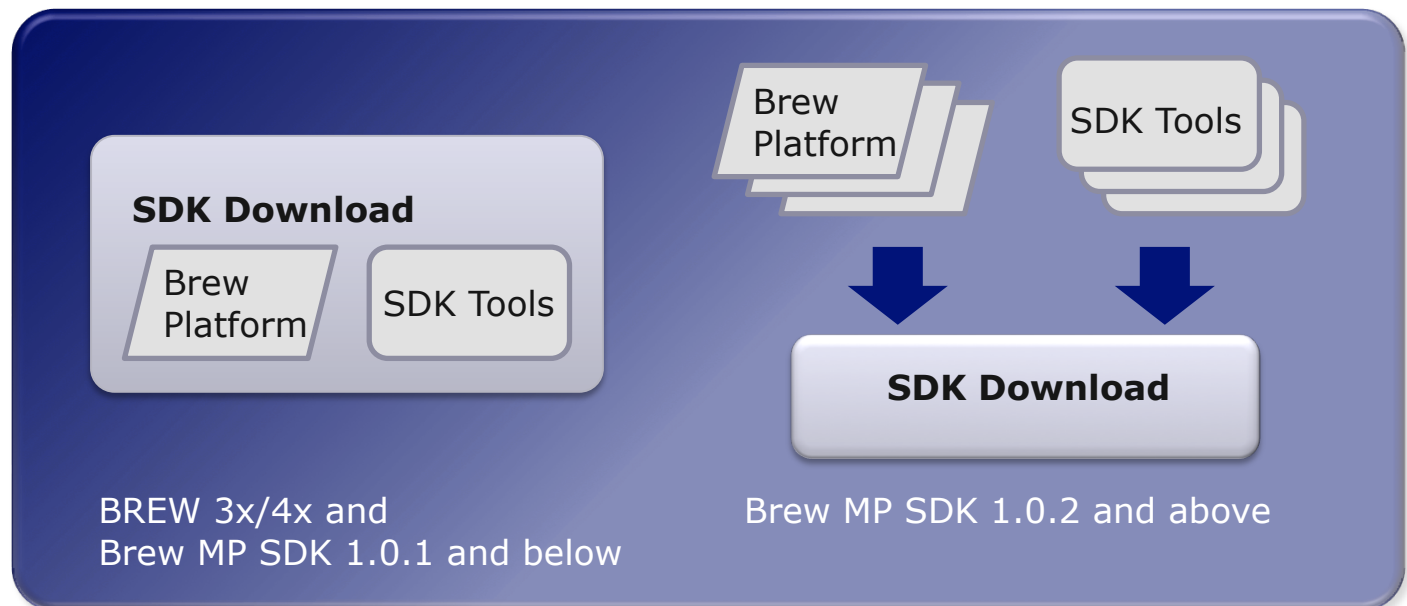
Universal Brew MP USB

Universal device driver for seamless connection management



Multi-Platform SDK

The SDK has been re-designed to decouple tool software from platform APIs. This enables platform correct development and simulation





Why Develop for Brew MP?

- ⌚ Increased revenue opportunities for developers

 - Established and growing distribution channels
 - Carrier channels significantly more open
 - Consistent platform across all chipset tiers

- ⌚ Reduced costs for developers

 - Greatly reduced app certification fees
 - Overhauled tools to ease development
 - Attention to fragmentation

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Find out more

<http://brewmp.com>