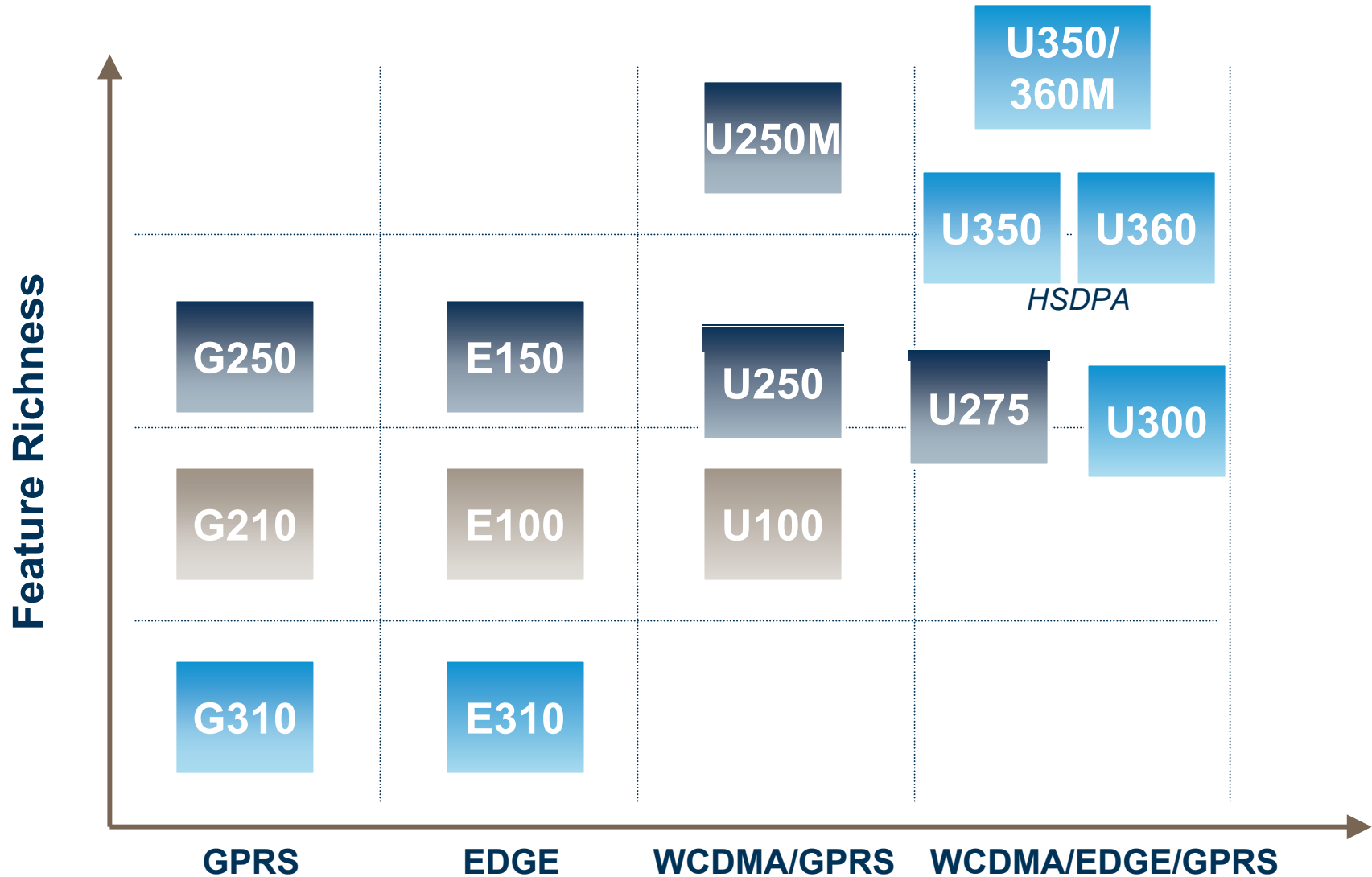


# Enabling Time to Market & Interoperability

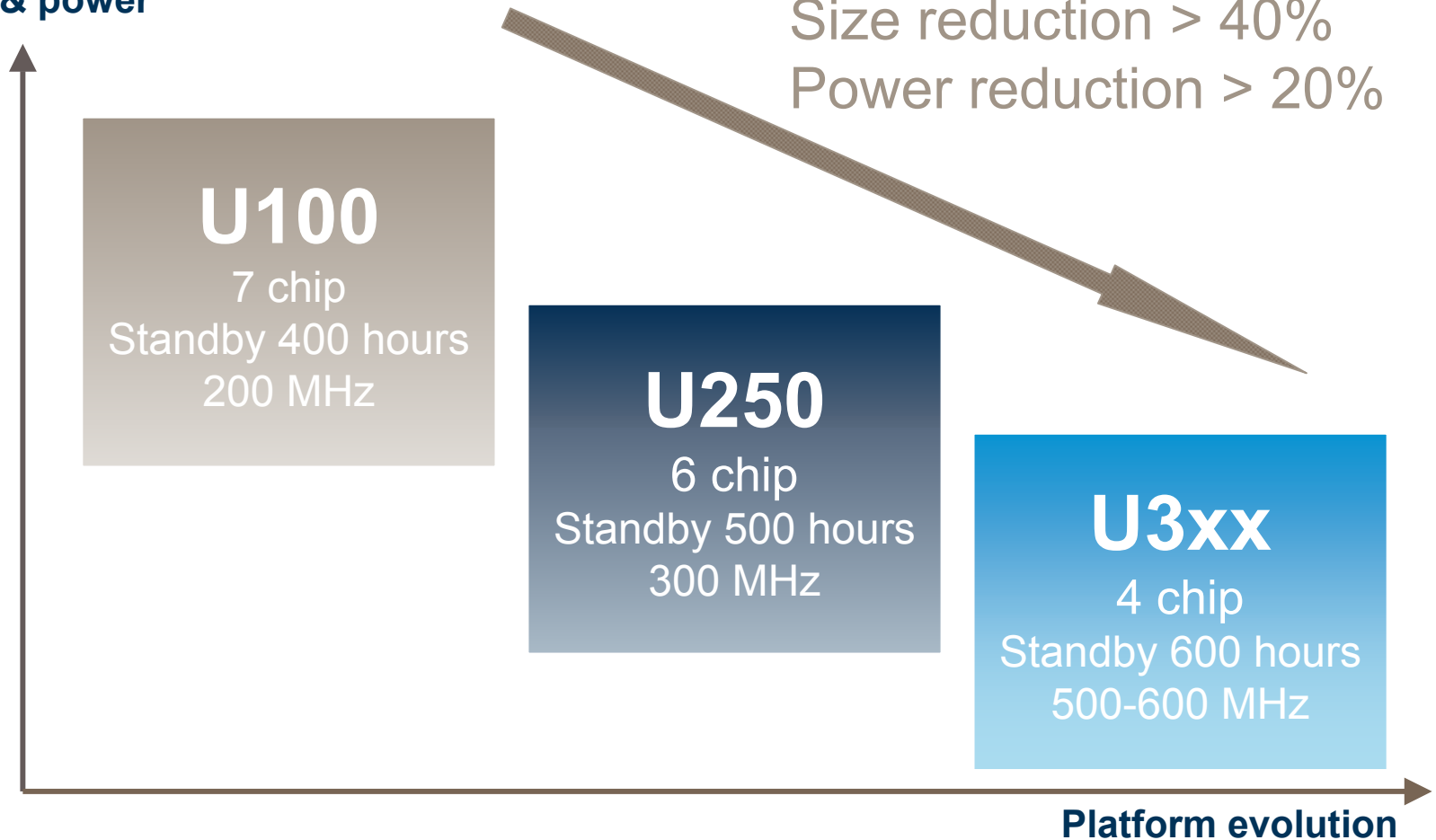
Sandeep Chennakeshu

# Roadmap – complete portfolio



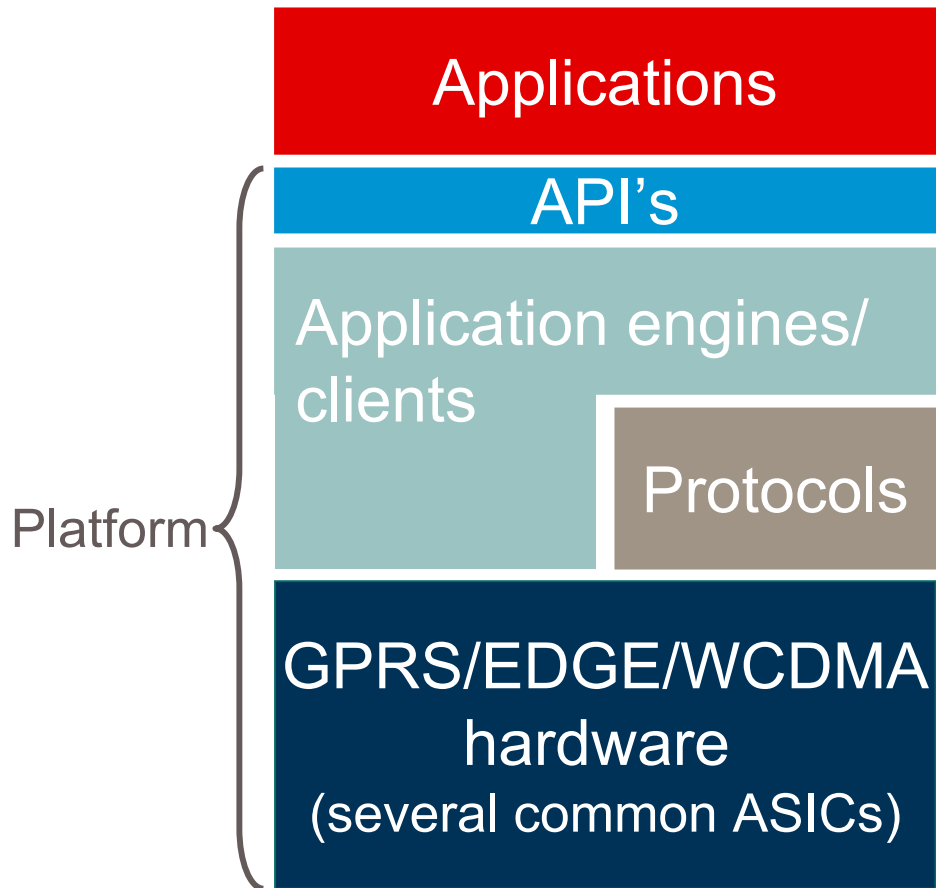
# Reducing size and power consumption

Size & power



Reference: 1000mAh battery

# EMP platforms: enabling time to market



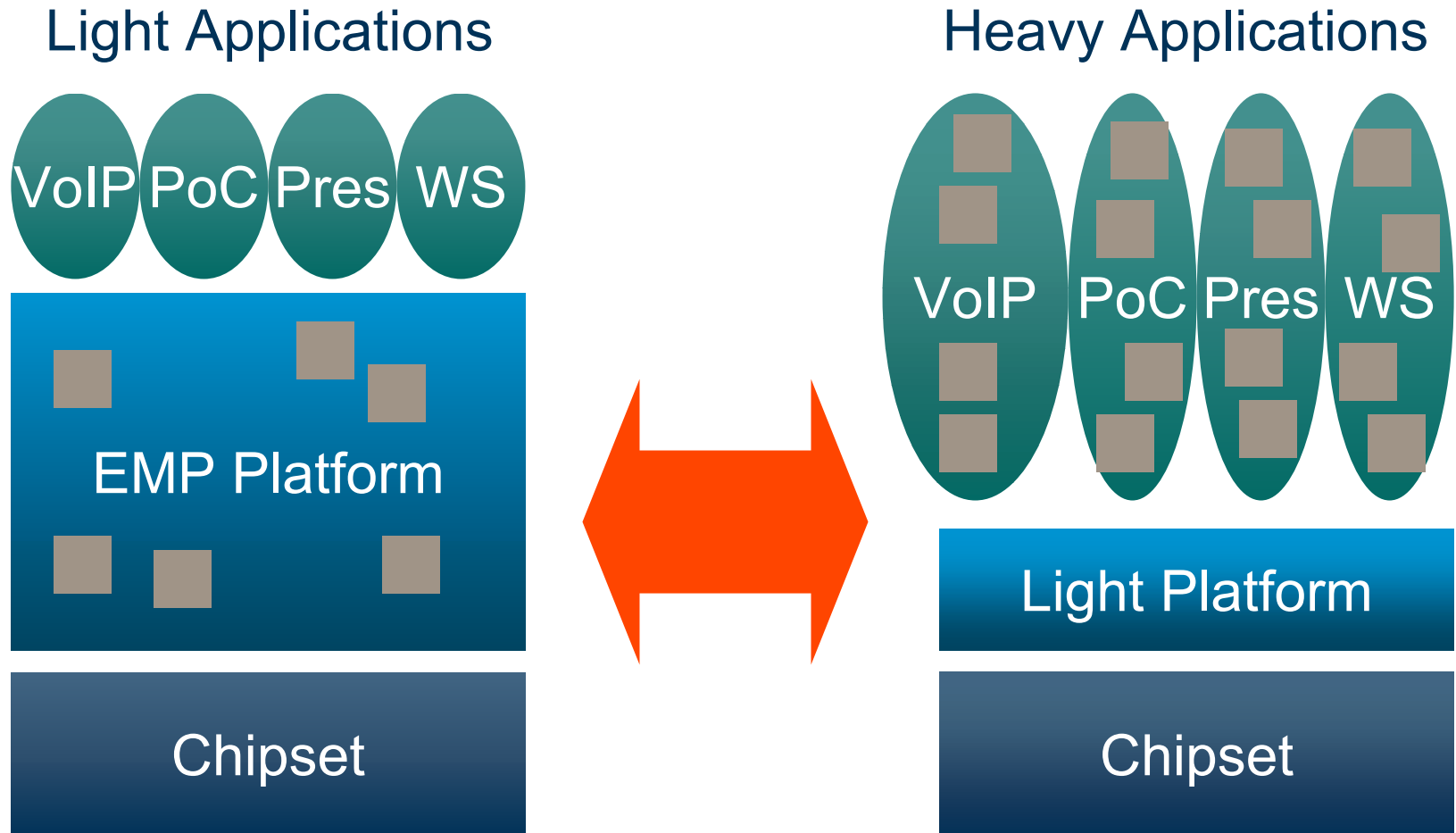
## Customer benefits

Application reuse

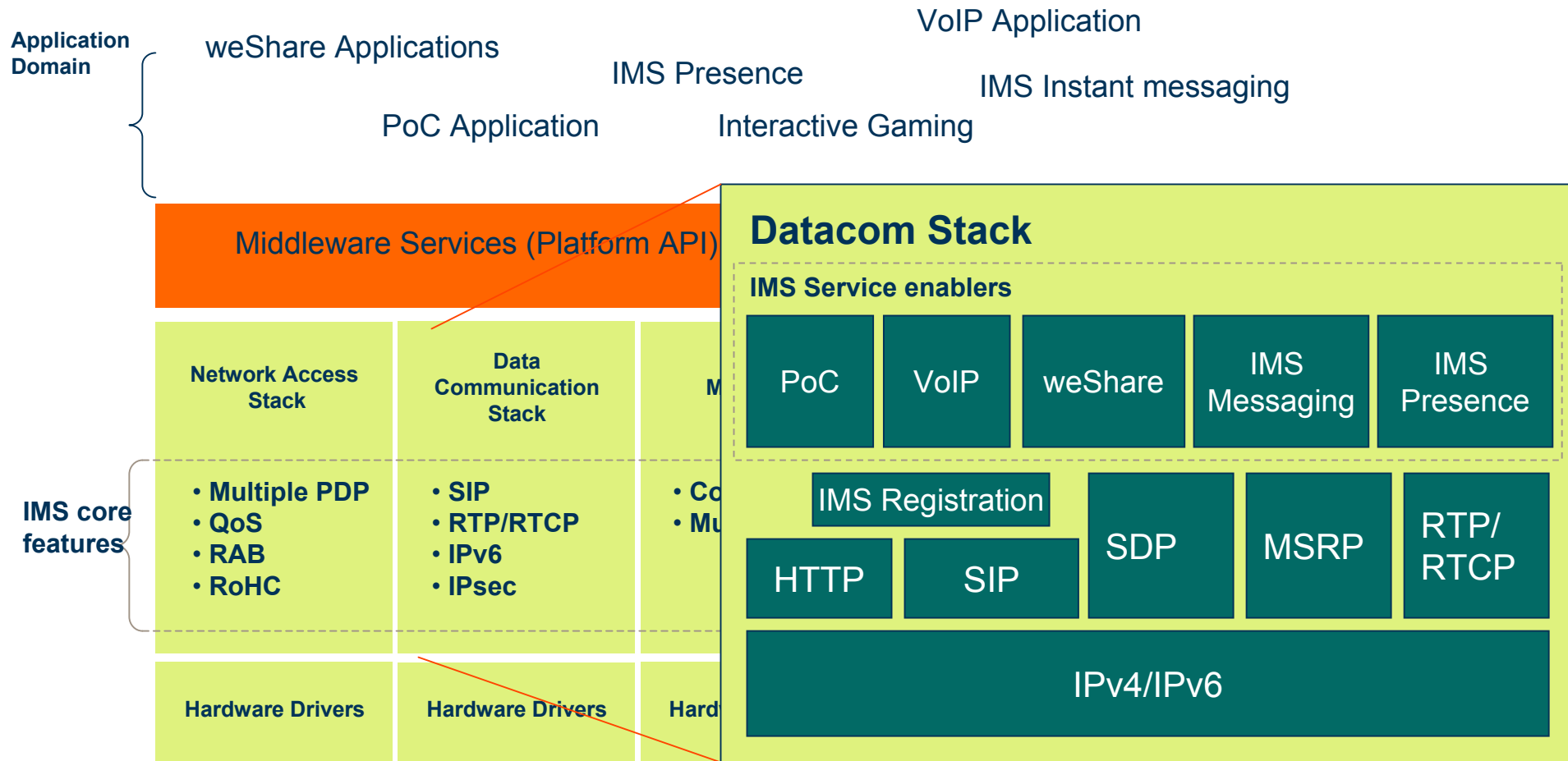
Time to market + IOT

Small size, low current,  
powerful multimedia

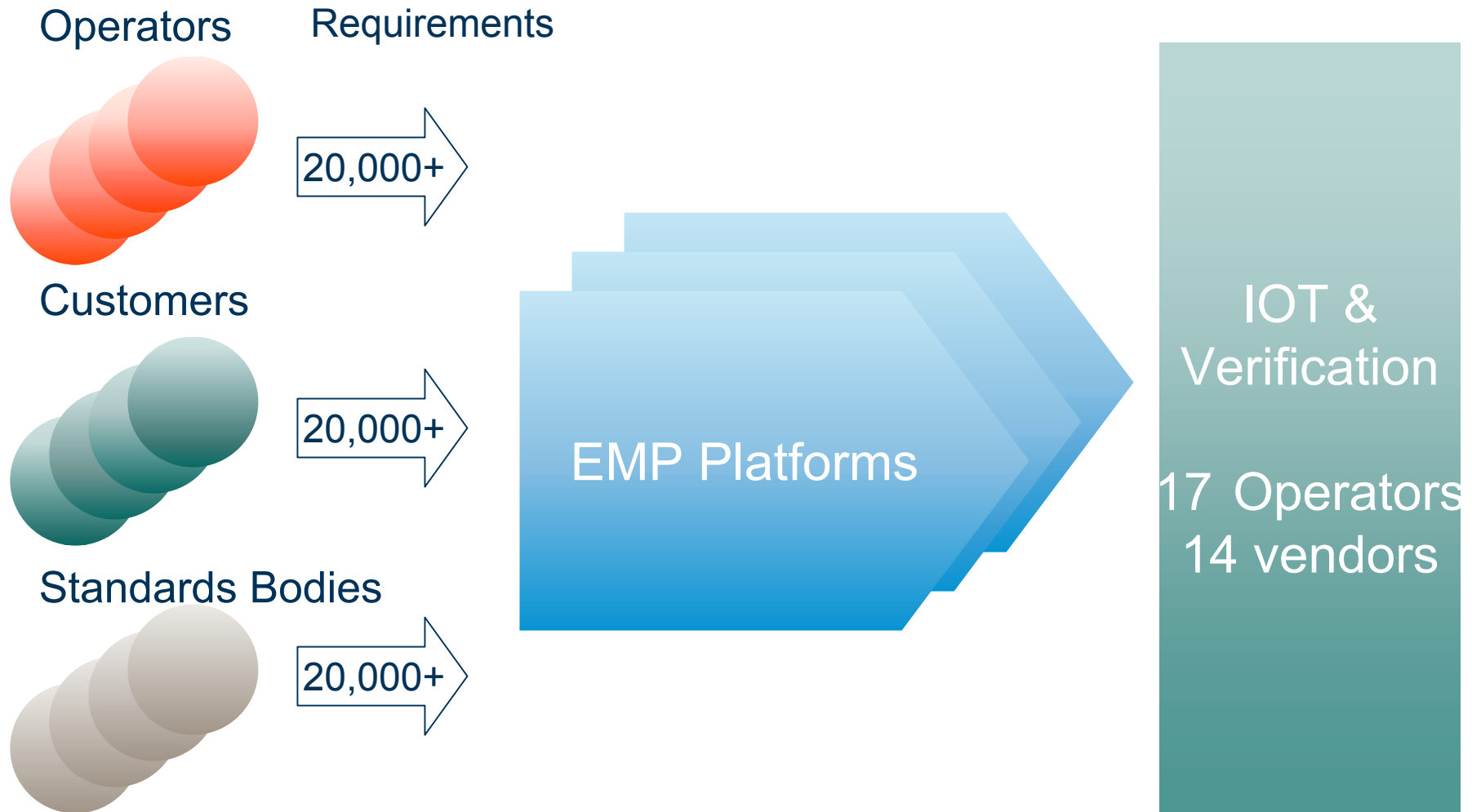
# Time to market & interoperability



# Example IMS: reducing complexity for operators and manufacturers



# Managing requirement complexity

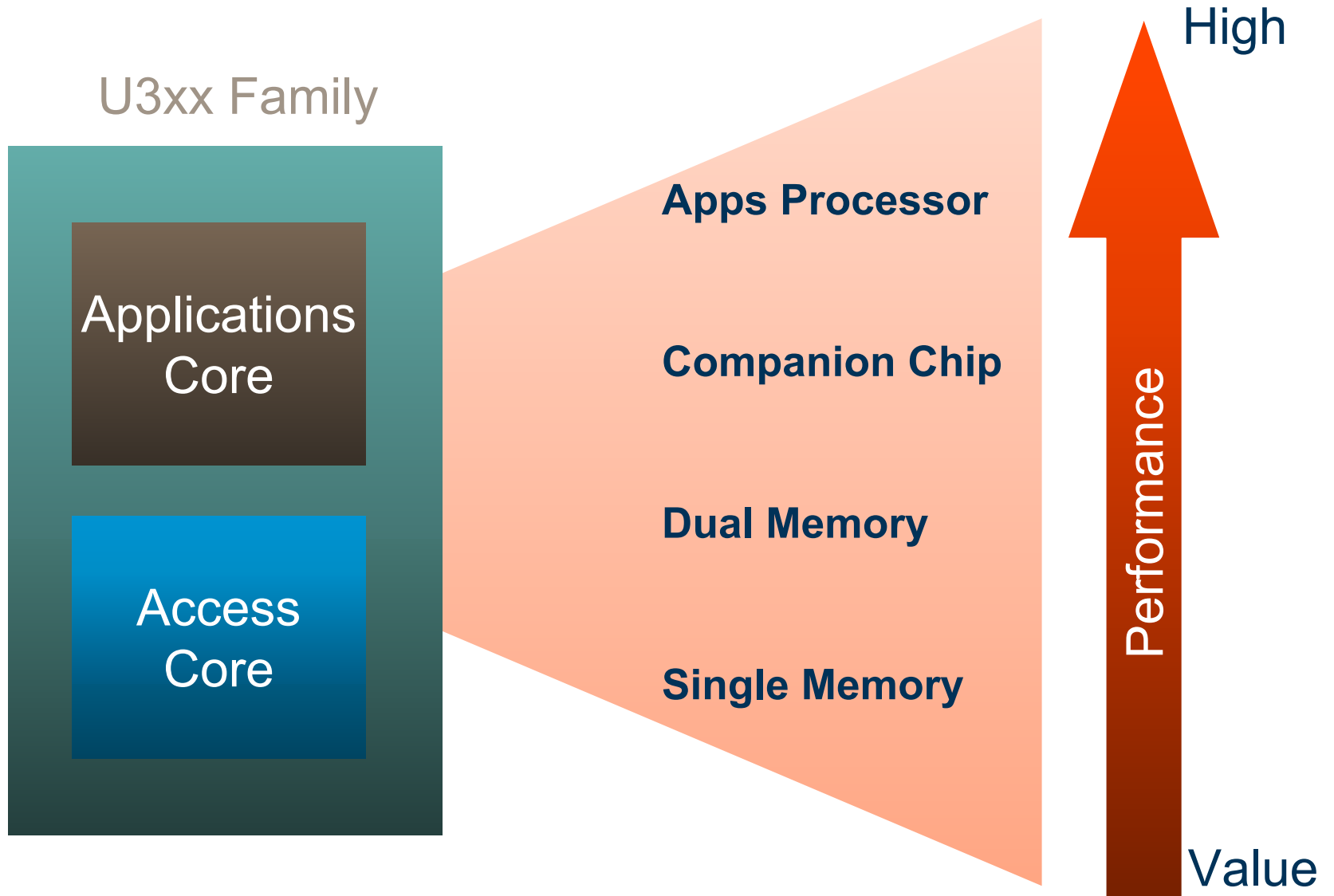


**Delivering 200+ customized software releases per year**

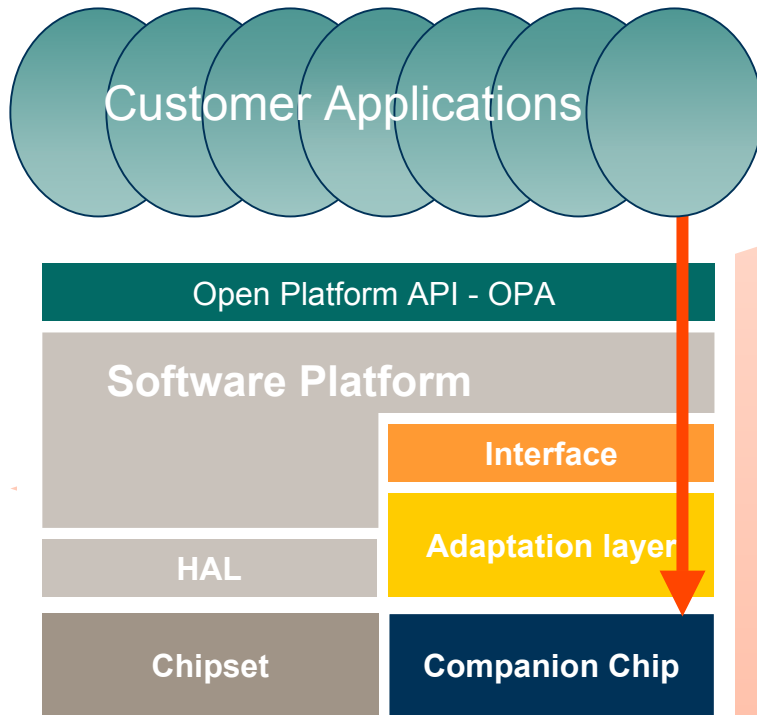
# Multimedia evolution



# Scalable performance



# Open multimedia architecture



VGA 262K Colors

VGA H.263/MPEG4

QVGA H.264

6+ Mpixel Camera

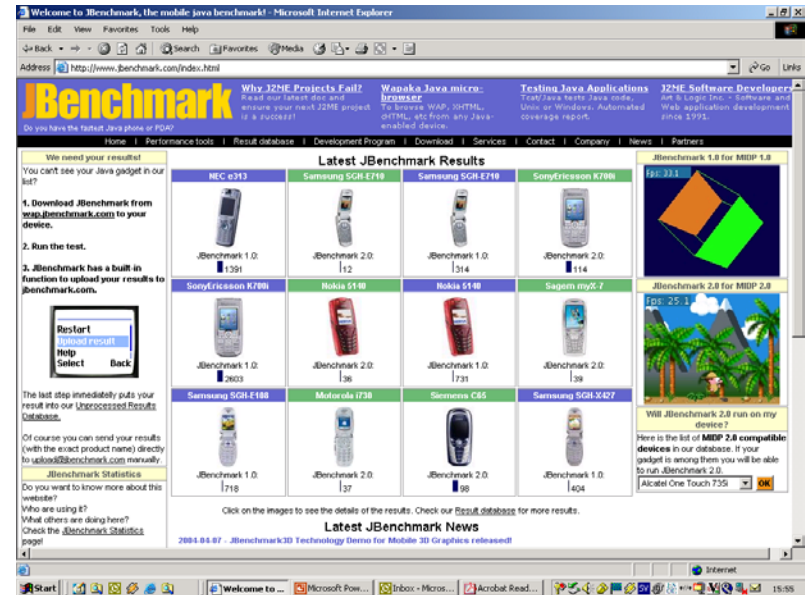
3D: 1M triangles/s

OpenGL ES 1.1

# Performance: Jbenchmark 2.0

U250 1.0 score: 283

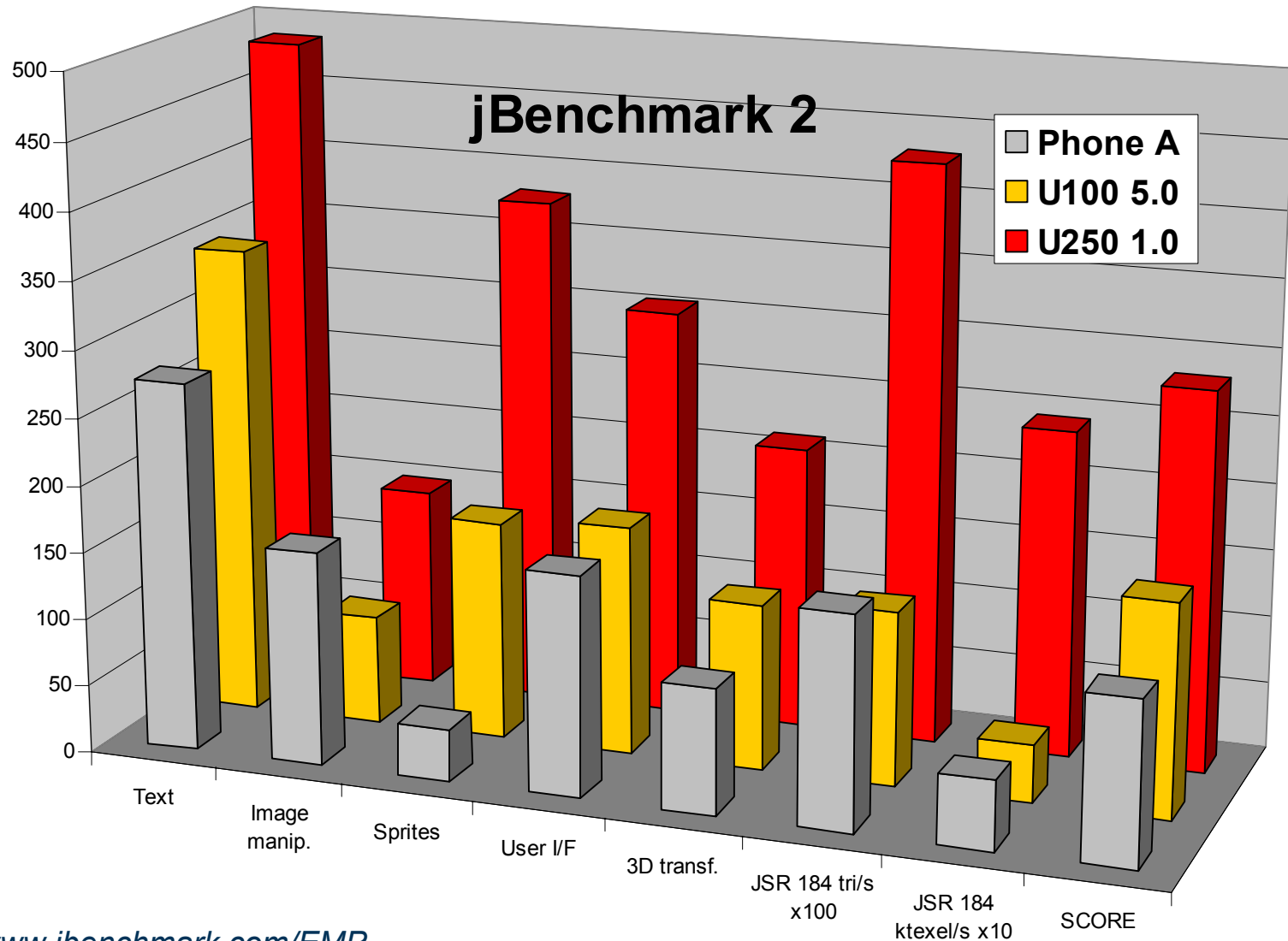
Average phone score: 123



2.3 times better than average phones & PDAs (total 205 devices)

3.6 times better than average phones (total 146 devices)

# EMP platform power example



Source: [www.jbenchmark.com/EMP](http://www.jbenchmark.com/EMP)

# Summary

- Common Platform for GPRS, EDGE, WCDMA
- Common API's allow reuse of applications
- Extensively tested application enablers reducing product IOT
- Compliance to major operator requirements
- High performance portfolio with scalable performance options

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