

Tizen and the hacker way

Jim Zemlin, The Linux Foundation

May 2012



Who said this?



“Code wins arguments.”



**“The best idea and implementation should
always win.”**

“The hacker way is an approach to building that involves continuous improvement and iteration. Hackers believe that something can always be better, and that nothing is ever complete.”

MATRIX REVELATIONS: THE TRUTH ABOUT THE WACHOWSKIS

WIRED

WIREIMAGE.COM OPEN WIRE

LINUS TORVALDS >>

LEADER OF THE FREE WORLD

His open source software
is making Bill Gates sweat.
What's next: Open source
science, law, and design.

PAGE

JENNIFER ANISTON, NUDE?
ONE MAN'S CRUSADE
AGAINST FAKE CELEB PORN

MUSCOTI THE FLEE ON THE
NEW MUSIC UNDERGROUND

LEANNISKE TESTO ON
THE FIRST NET ELECTION

DAVID CROSS ON 8 TOTALLY
UNBELIEVABLE GAMES

AOI'S DEATH MARCH

LINUS TORVALDS:
BACK ON THE
FRONT LINES OF
THE LINUX WARS



PEOPLE 12.2010

DECEMBER 13, 2010 / JANUARY 13, 2011

Person of the Year

TIME

Facebook's
Mark
Zuckerberg
THE CONNECTOR

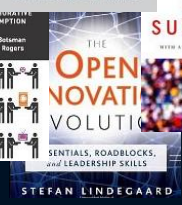
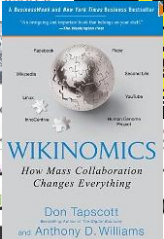
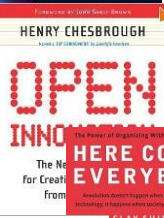
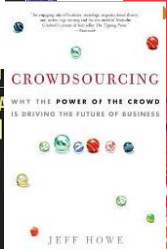


www.fox.com

The Importance of Being on the Right Side of History

5,547 10,923
\$10,800,000,000
2,700,000

850,000 90%
\$1,000,000,000,000,000
700,000



Unless your name is Microsoft, Apple or
Rim nobody makes consumer electronic
devices *WITHOUT* Linux



**Why is the mobile industry
embracing Linux and open
source?**



***Reason One: The Internet
is Changing***

The Internet of People is 1 Billion...



...headed toward 2 billion

The Internet of connected devices...



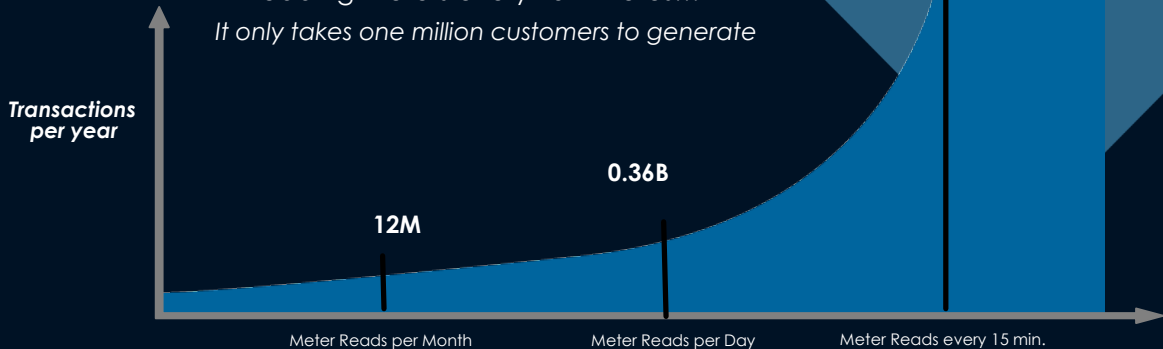
...is headed to 1 trillion.

Requirements are changing for a more instrumented, interconnected, intelligent world

Due to Changing Workloads

e.g. Real-time optimization of a Power Grid by reading meters every 15 minutes...

It only takes one million customers to generate



What do you need to deal with this future?

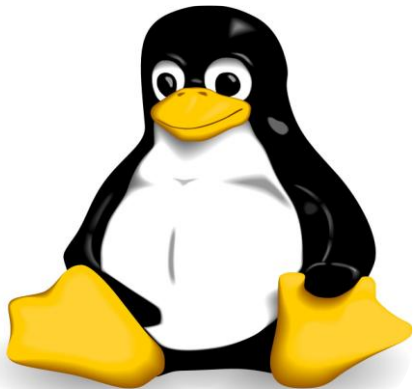
Instrumentation: *in embedded systems to collect data*

Network Servers: *to gather and store data*

Super computers: *to analyze this data explosion*

Devices: *to display, communicate and interact with data*

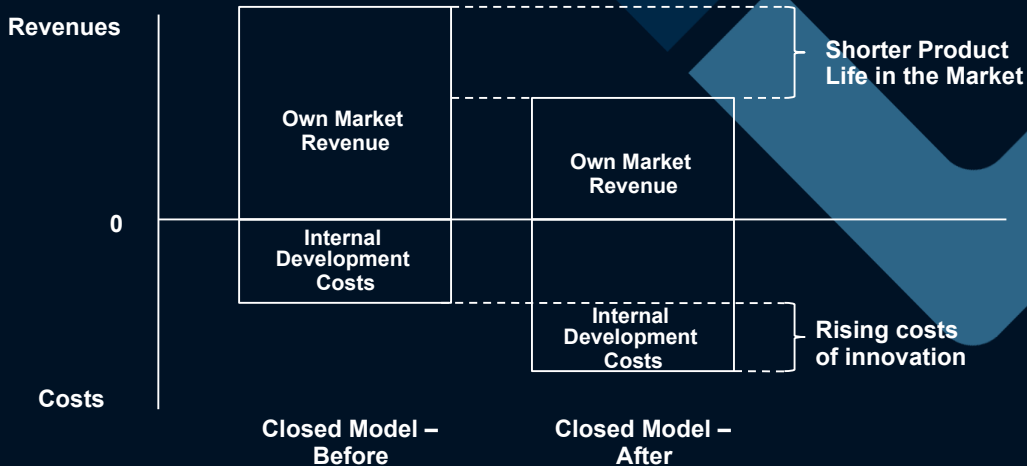
Sound familiar?



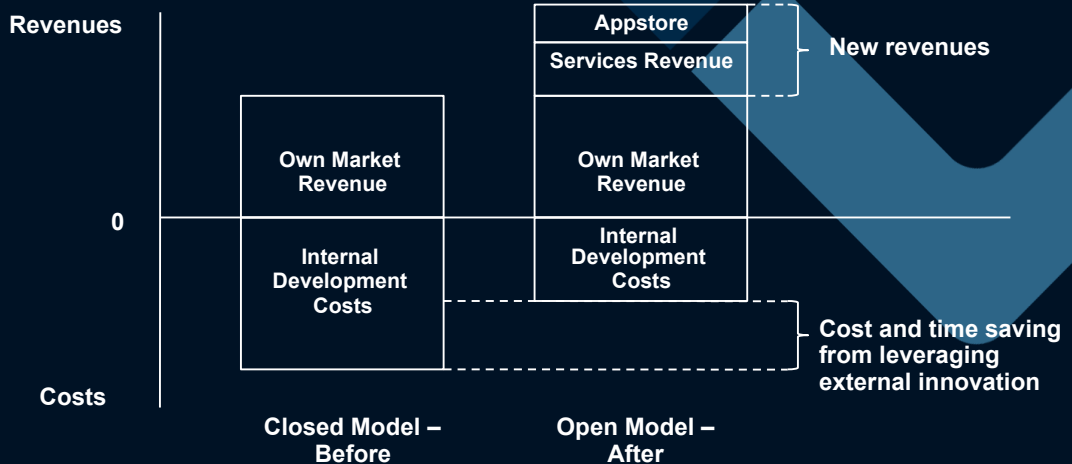


Reason Two: It saves money

The price pressure of innovation



Open innovation enables new revenue streams, faster time to market, and lower costs



The background features abstract geometric shapes in various shades of blue and dark blue. A large, light blue chevron-like shape points downwards from the top right. Other darker blue shapes are scattered in the upper right quadrant. The overall aesthetic is modern and professional.

Reason three: the move to services

FREE

The background features several overlapping, semi-transparent blue geometric shapes, including a large downward-pointing chevron and various angular polygons, set against a dark blue gradient background.

“We don’t think of the Kindle Fire as a tablet. We think of it as a service.”

Jeff Bezos, September 2011

The move towards a services economy for consumers



Google
AdWords

amazon.com[®]



 Rhapsody[™]

The move towards a services economy for enterprise



nebula



amazon
web services™



EUCALYPTUS



openstack™

salesforce.com ~~SOFTWARE~~
Success On Demand.™

Linux is de facto winner as a services platform

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, green, blue, red).The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font with a curved orange arrow underneath it.The Facebook logo, consisting of the word "facebook." in white lowercase letters inside a blue rectangular box.

Could Google, Amazon or Facebook be the companies they are today if they were written on Microsoft .NET?

Linux is the center of all major computing trends

Move to
Services



The
internet of
things

Economic
Efficiency

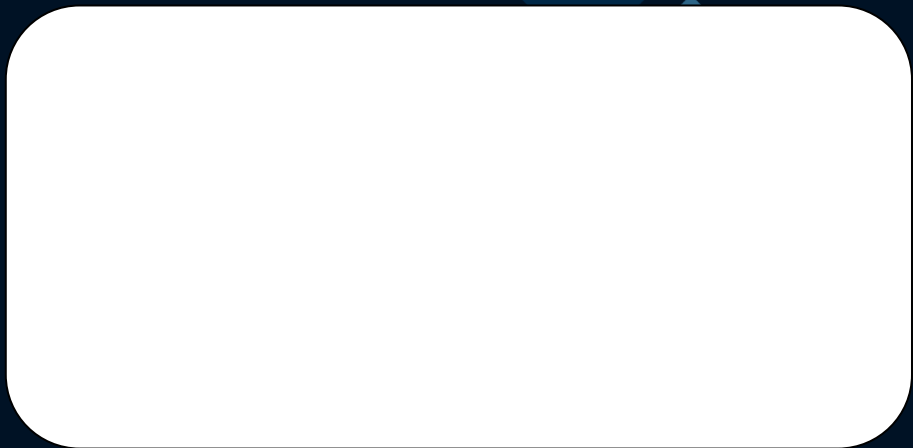


How can you leverage the open source and the hacker way?

Nobody is special

The background features several overlapping geometric shapes in various shades of blue, ranging from a deep navy to a lighter, medium blue. These shapes include triangles and polygons with rounded corners, creating a modern, abstract design.

NYSE Technologies open sources key technology to reduce trading costs and accelerate innovation.



Toyota Motors Joins the Linux Foundation



**“Taking Ownership Of IT Through Open Technology”
- National Geospatial Intelligence Agency Paper, 2011**





*Software will define the
mobile industry*





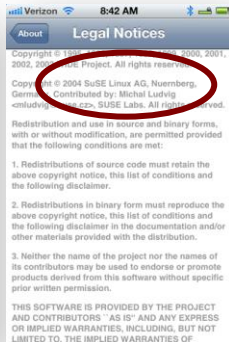
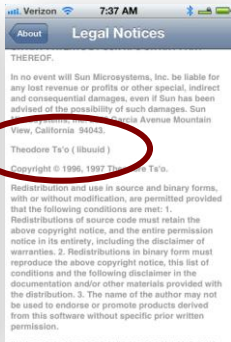
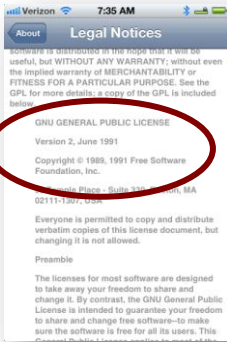


*If you are going to master software you
MUST master open source.*

The background features several overlapping, semi-transparent geometric shapes in various shades of blue, including a large light blue chevron pointing downwards on the right side, and other darker blue shapes in the upper right quadrant.

*It is hard to build something **WITHOUT** open
source code.*







*The best use of open source
constantly raises the innovation bar*

***[Netscape will soon reduce Windows to] a
poorly debugged set of device drivers.
- Marc Andreessen 1995***

“The Application Model of the Future is the Web Application Model” - Marc Andreessen April 2012





The Web Always Wins



***The Web is Built on Open
Source***



Think Kernel to Cloud

The background is a dark blue gradient. On the right side, there are several overlapping, light blue geometric shapes, including a large downward-pointing chevron and other angular forms, creating a modern, abstract design.

***Get out there and
collaborate – your future
depends on it.***