Device Software Market Overview

Martin Klaus
Wind River
Market Size

- **Worldwide Shipments**
  - 2004: $905 Million
  - 2007: $1.5 Billion (20% growth rate)

- **Key Market Segments**
  - Consumer Electronics (42%)
  - Telecom/Datacom (20%)
  - Industrial Automation (14%)

- **Leading Vendors**
  - Microsoft (26%)
  - Wind River (23%)

Source: VDC July 2005
Market Drivers

- Increasing demand for pre-integrated platforms as a basis for standardization enterprise wide
- Need for standard development environment regardless of:
  - RTOS, Architecture, Programming Language
- Focus on building out product offerings through internal development and strategic partnerships
- Adoption of Linux forces vendors to focus on addressing the needs of embedded developers
- Trend towards commercial OSes from proprietary
- Complexity of systems driving towards use of high level design languages (UML) and the adoption of commercial middleware
Device Development Process

- Challenges
  - Extremely fragmented solution space
  - Increasingly complex hardware and software designs
  - Integration of software modules from different sources
  - Difficult transition across development phases
  - Time, Cost and Quality constraints
Device Software Development Platform

- **Objective**
  - Develop frameworks and exemplary tools for device software development to enable hardware bring-up, platform and application software development in a consistent manner

- **Initial Projects**
  - Target Management
  - Device Debugging
  - Mobile Java Tools

- **Related Projects**
  - CDT, eSWT, TPTP …
Contacts and Resources

- DSDP Website and Mailinglist
  - www.eclipse.org/dsdp
  - news://news.eclipse.org/eclipse.dsdp
  - Doug Gaff, doug.gaff@windriver.com

- Embedded Marketing Workgroup
  - eclipse.org-embedded-marketing@eclipse.org
  - Martin Klaus, martin.klaus@windriver.com
  - Robert Day, robert_day@mentor.com

Join the Workgroup!