



# Device Software Market Overview

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# 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 ...

**NOKIA**  
Connecting People



**intel**



**montavista**

**Accelerated  
Technology**  
A Mentor Graphics Division

**WIND RIVER**

**TEXAS  
INSTRUMENTS**

# Contacts and Resources



- DSDP Website and Mailinglist
  - [www.eclipse.org/dsdp](http://www.eclipse.org/dsdp)
  - [news://news.eclipse.org/eclipse.dsdp](mailto:news://news.eclipse.org/eclipse.dsdp)
  - Doug Gaff, [doug.gaff@windriver.com](mailto:doug.gaff@windriver.com)
- Embedded Marketing Workgroup
  - [eclipse.org-embedded-marketing@eclipse.org](mailto:eclipse.org-embedded-marketing@eclipse.org)
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A blue, multi-pointed starburst graphic with a black outline, containing the text "Join the Workgroup!".

**Join the  
Workgroup!**