ubuntu®

the human touch

What is Ubuntu for Phones?

It's all Ubuntu

One Platform

| Apps | Scopes | Shell |

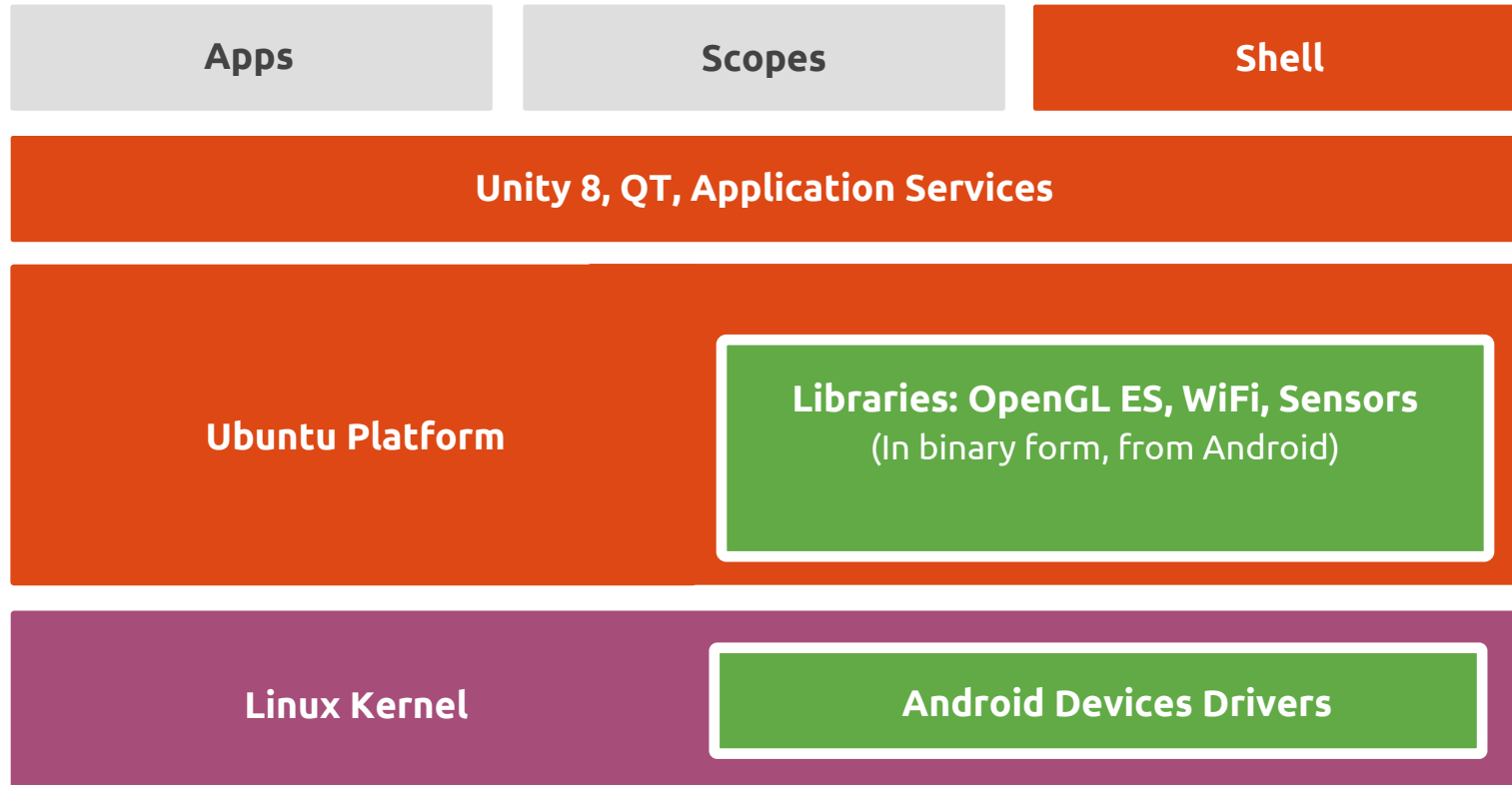| Unity 8, Qt, Application Services |

| Ubuntu Platform |

| Linux Kernel |
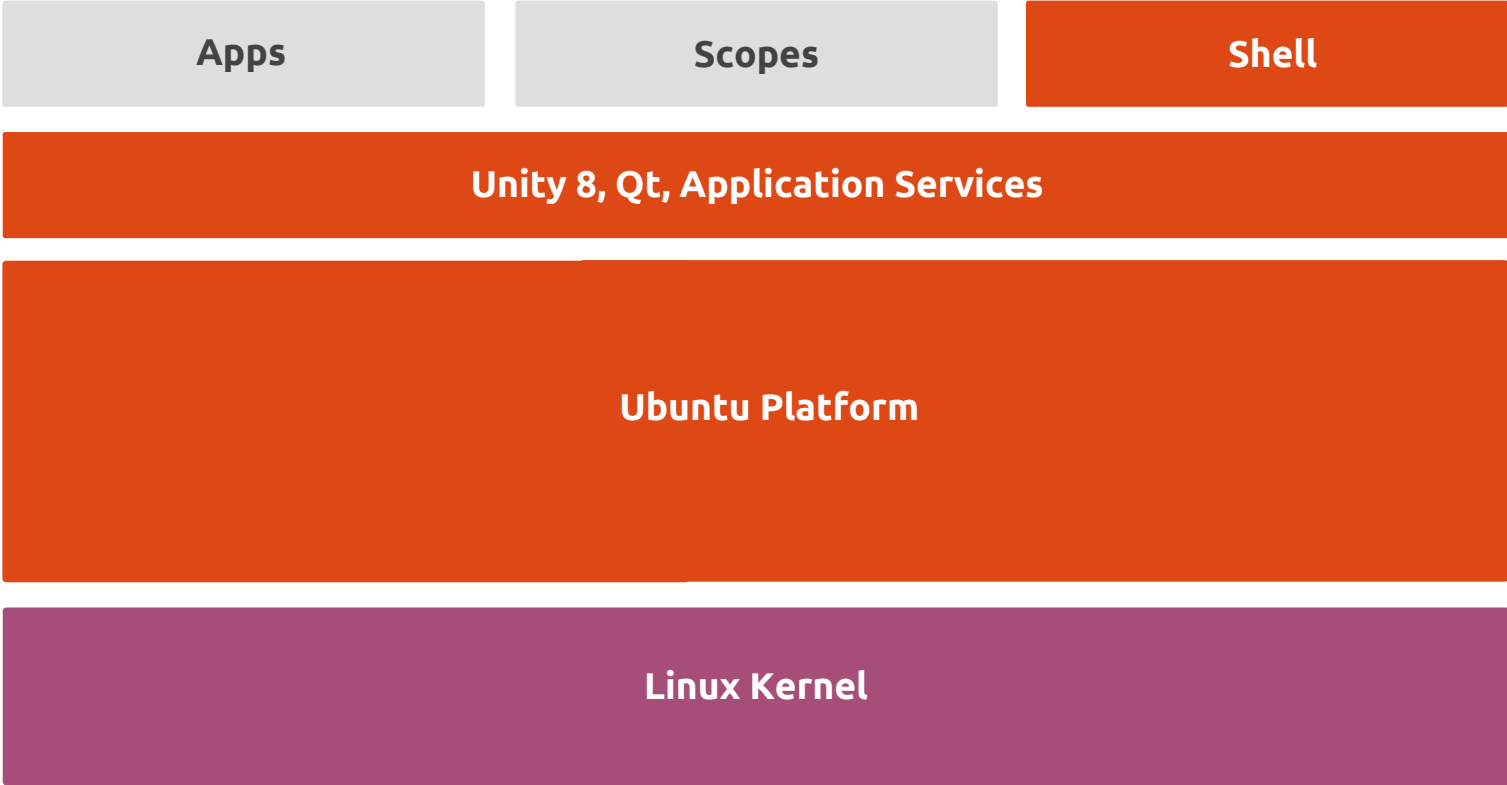
Everything you're familiar with

> Same kernel

> Same platform services*

> Same GNU userland tools

> Same archives

> Same Unity shell*

* Phone and desktop versions current out of sync

Runs on Android hardware

Apps	Scopes	Shell

Unity 8, QT, Application Services

Ubuntu Platform

Libraries: OpenGL ES, WiFi, Sensors
(In binary form, from Android)

Linux Kernel

Android Devices Drivers

Adds new technology

> Mir

> Click packages

> Application Confinement

> Lifecycle Management

> Image-based Updates (OTA)

Adds telephony features

> Voice Calling

> SMS/MMS

> Cellular Data

> SIM card management

> Android Container

A better app development story

> Improved Developer Portal

> Created an Ubuntu SDK

> Lots of new platform services

> Simplified packaging

> Faster, easier app store

> Ready for a converged future

Why should you care about new app platforms?

You might think that...

"Android + iOS own the mobile phone market, it's too late for new platforms to compete"

Previous King of the Hill

> In 2007 Nokia has 51% market share

> In 2004 Symbian had 70%

> In 2010 IDC predicted that Symbian would still be #1 in

2014 with 33% market share

>> Predicted Blackberry would be #2

> In 2010 Gartner predicted that Symbian would still be #1

in 2014 with 30% market share

Current king is still new

> In Q4 2010 Android finally passed Symbian

> > Based on quarterly shipments, not phones in use

> Symbian's unit shipments didn't decrease until 2011

> Symbian spent 6 years as #1 mobile phone OS

> Android currently at **4 years** as #1

> Apple was **<u>never</u>** #1

You might think that...

"Android/iOS already does everything I need"

Devices are getting more and more powerful

TRS-80

iPhone 3GS

iPhone 5

Devices are getting more and more powerful

TRS-80

iPhone 3GS

iPhone 5

1977

2008   2013

Devices are getting more and more powerful

TRS-80	iPhone 3GS	iPhone 5

1.7 MHz CPU	600 MHz CPU	1300 MHz CPU
0.004 MB RAM	256 MB RAM	1024 MB RAM
5 MB Storage	32 GB Storage	64 GB Storage

Your use cases haven't kept up

> You do the same things you did 5 years ago, just bigger and faster

> The current OS designs only support the current use cases

> The OS must provide for use cases that can take advantage of the exponential growth in hardware

You gotta play to win

> Mobile has changed the way people approach and use computers

> Mobile devices now outnumber desktops and laptops

> The future of computing will combine PC and mobile use cases

Why would users want Ubuntu?

A new kind of phone

Innovative, easy to use interface

> **Simple** and intuitive gestures, use the four edges to navigate

> **Right edge** to switch between active apps

> **Left edge** reveals the launcher to quickstart your apps

> **Top edge** for system indicators and messaging

> **Bottom edge** for in-app controls

> **Tip:** full right-to-left swipe to see all running apps

Phone settings and system services

Launcher

Full swipe reveals running apps

Return to previous app

Controls

Your content is king

> **Unity** stays out of the way of your apps

> The **Header** component moves out of the way when you scroll down, but reappears immediately when you scroll back up

> The **Bottom Edge** allows apps to make innovative features and controls easily accessible

Menu bar - when fully revealed

Content area

Toolbar - when fully revealed
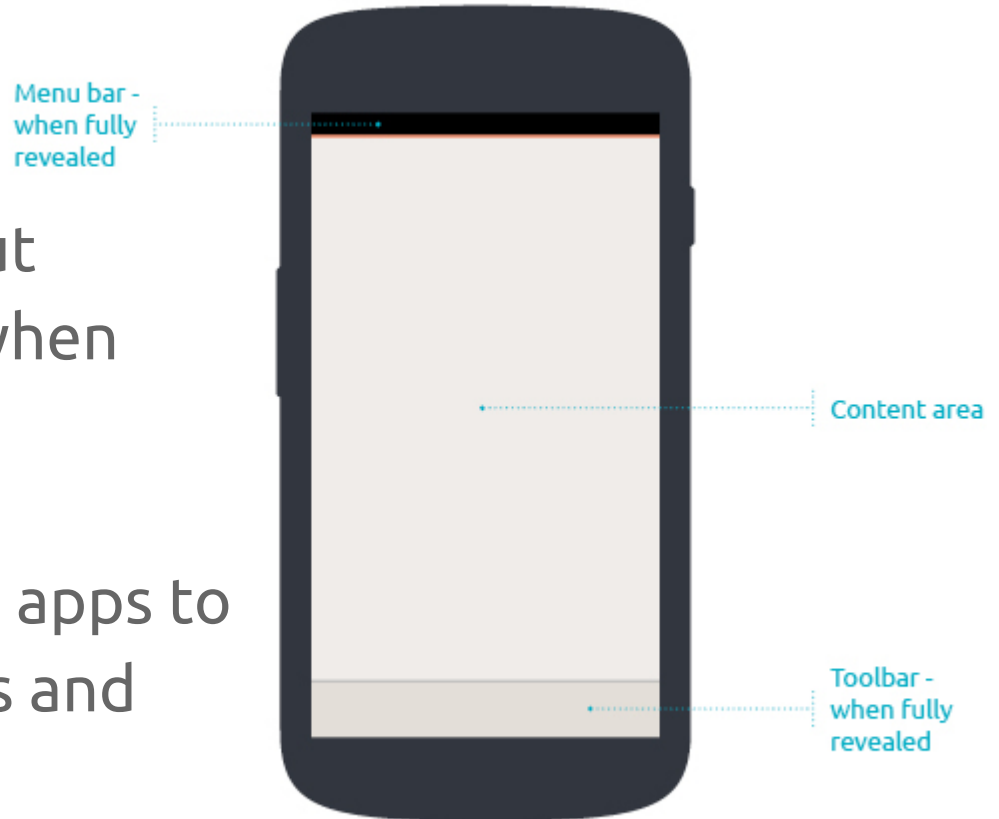
Customization without Fragmentation

1 Ubuntu is designed **to allow for OEM and Operator differentiation,** at the default service layer, without fragmentation

2 Ubuntu enables partners to **build their own footprint on Ubuntu devices**, creating a rich core OS experience with scopes

3 **Unprecedented customization capabilities** in comparison to Android and other platforms:

- user account - own user identity

- default UX - with scopes and default apps

- branding and theming - own visual identity

- backend integration -i.e. carrier billing

Easier, safer permissions system

> No permission grant on app install

> Access granted only when it's to be used

> Content sharing via **Content Hub** gives granular access control

> Content selection gives implicit access permission without annoying prompts

Choose from

Apps

Contacts   Gallery   File Manager

11:46

Cancel
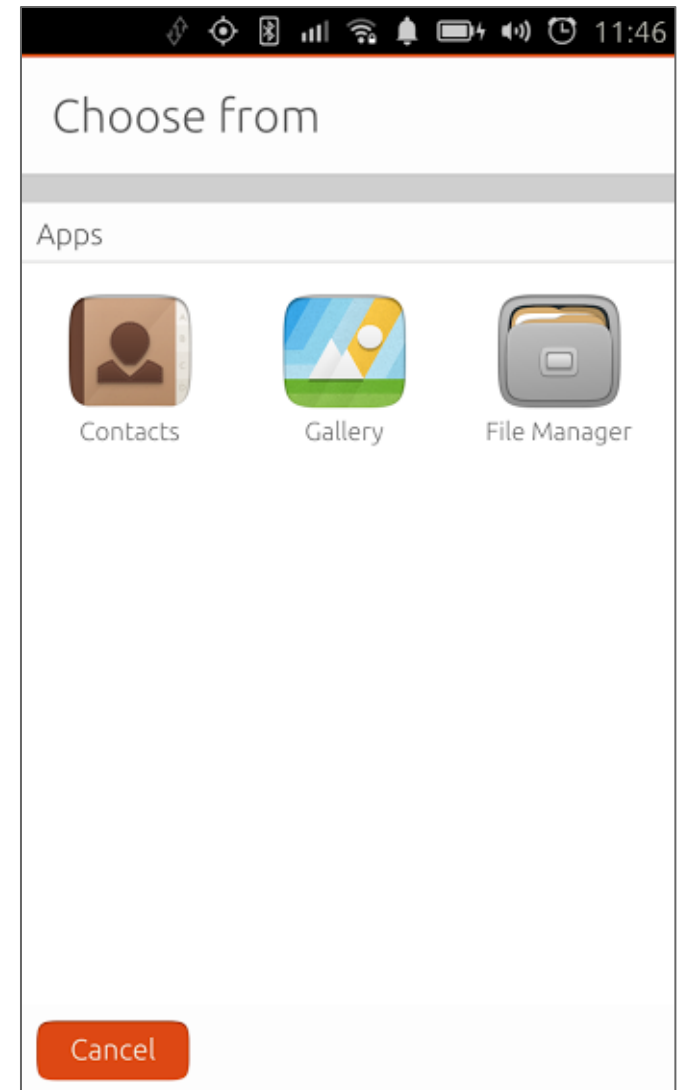
Ready for a converged future

> Ubuntu designed from the ground up to run across devices and form factors

> The UI and the UX metaphors naturally adapt to different screen sizes

> Ubuntu paves the way for a new category of superphones

> Just dock your device to a monitor and keyboard

You can join us on the desktop today

More than 10 years building the best desktop OS

Over 3500 desktop apps already

An active and dedicated community

Why would developers want Ubuntu?

Easier development languages for apps

> Use QML for easy integration or for
resource-demanding applications
> Powerful GUI toolkit and platform
integration APIs

> Use HTML5 to use Internet technologies
or to port existing apps
> HTML5 UI Toolkit that matches QML
> Cordova API for HTML5 platform access
for device integration

> Webapps for remote site integration

Simple, powerful development tools

Faster publishing with no human review

Your Content without an App
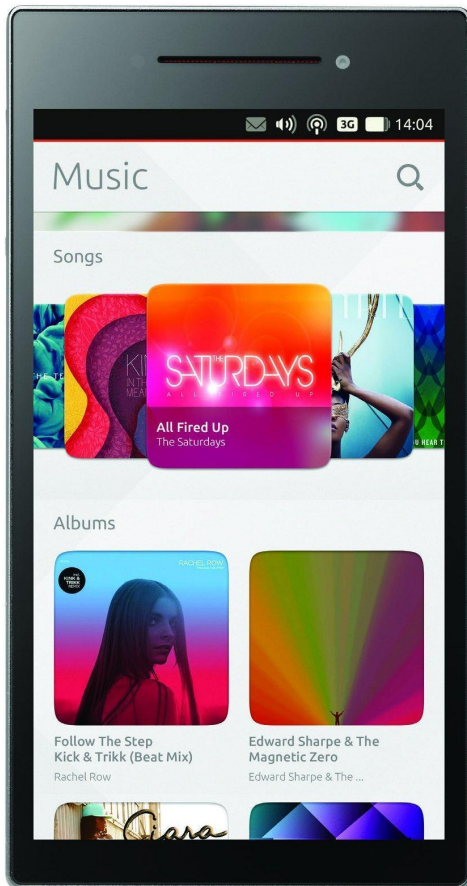
> **Scopes are a a UI toolkit** to present local or remote content and services in the home screen

> **Users customize their phone** by adding scopes to their home screens

> **Discoverability** of apps, services and content from multiple sources:

> > users can find your content alongside that shipped by the OEM and carrier

> > users can focus on finding content quickly

Customize your content experience
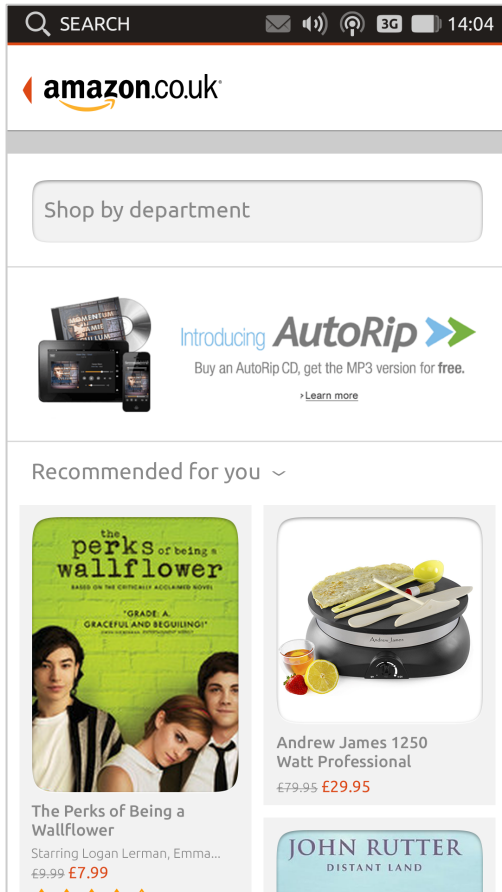
Amazon
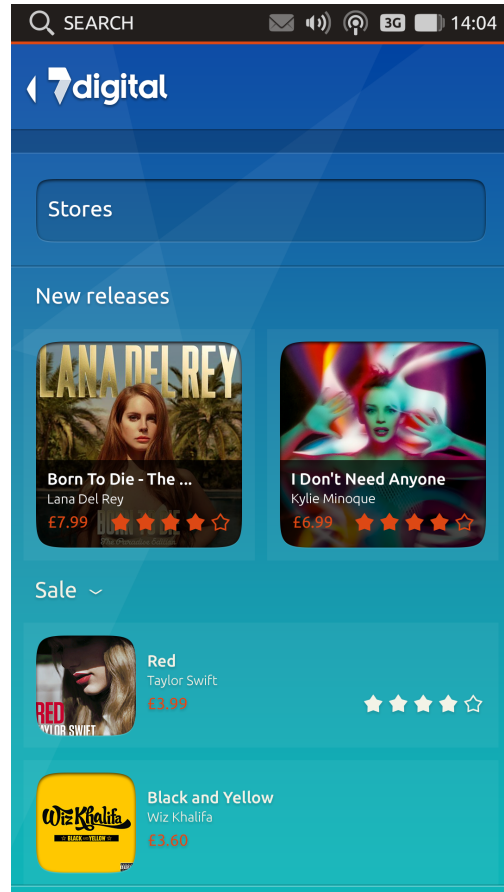
7 digital
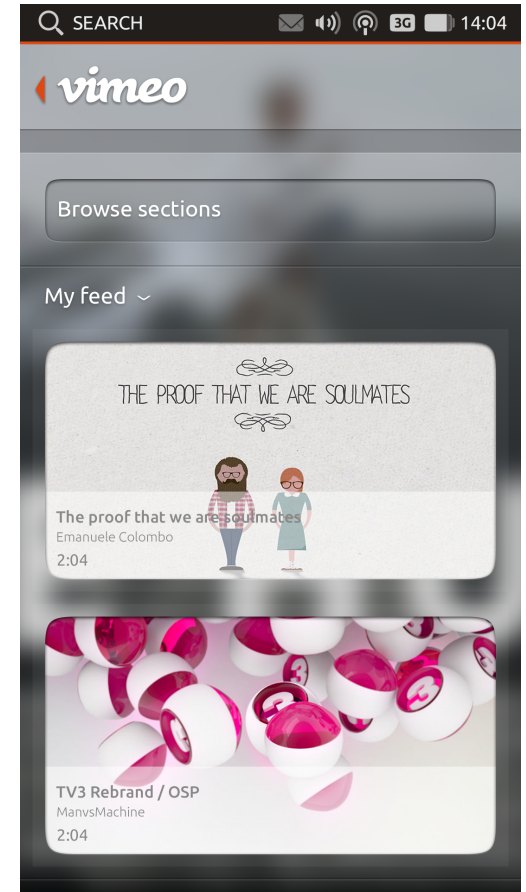
Vimeo

Established desktop market
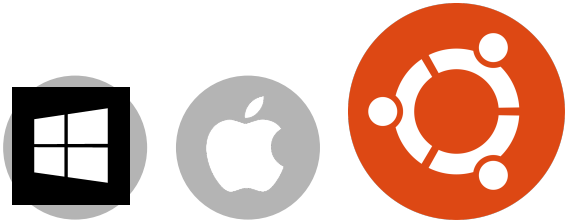
The world's 3rd most popular PC OS

25,000,000 users
and still counting

7,000 downloads every day
from Windows users

Users in 240 countries
Localised in over 80 languages

What does the Ubuntu SDK offer?

QML & HTML5 as first-class, native languages
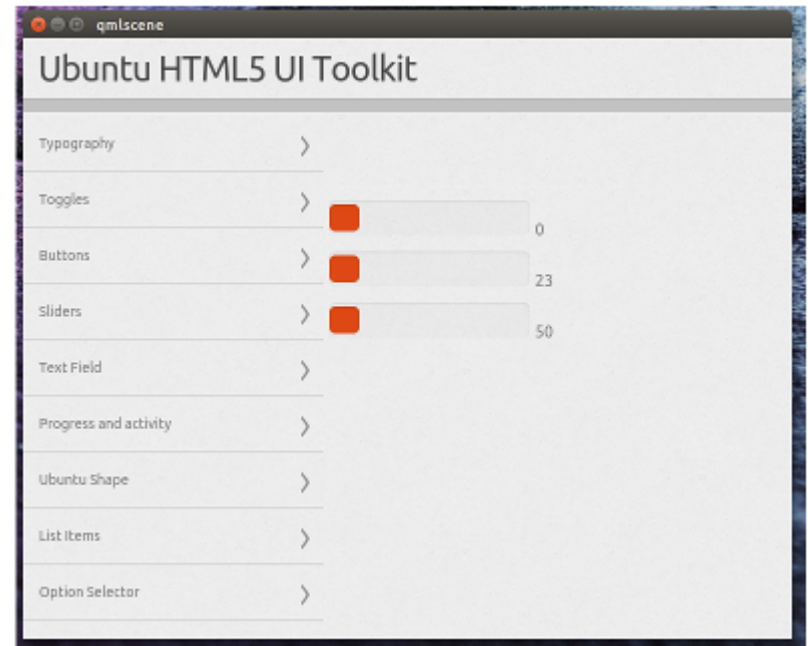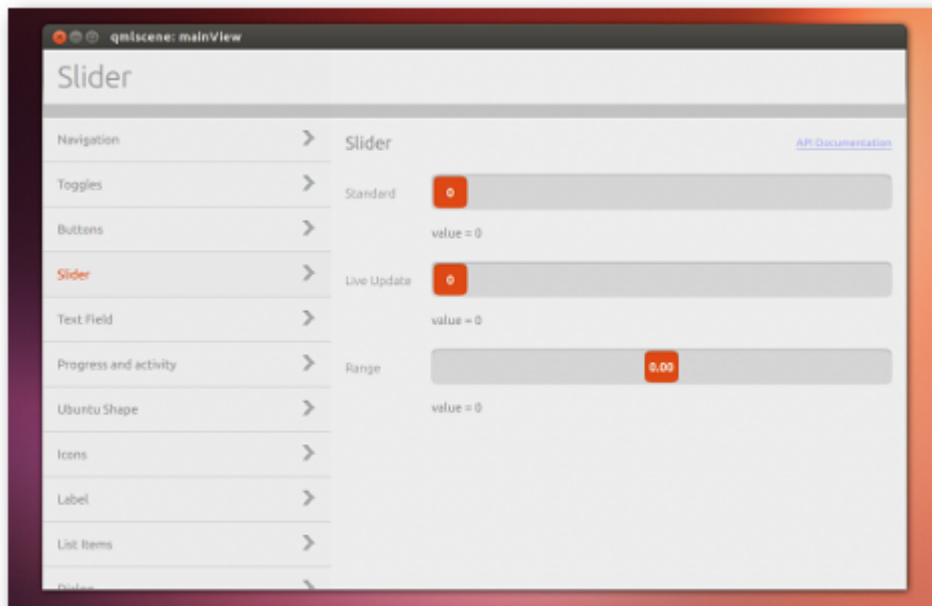
UI Toolkit scales to screen size & resolution
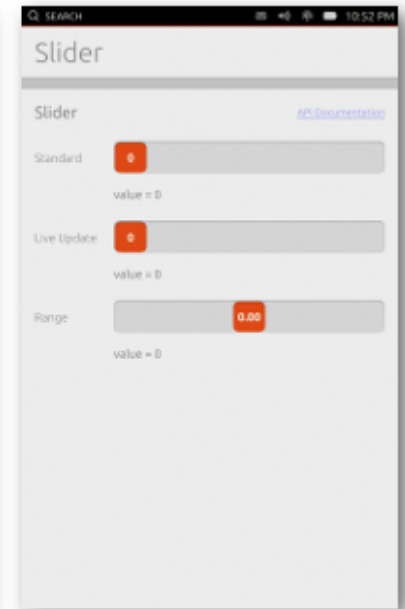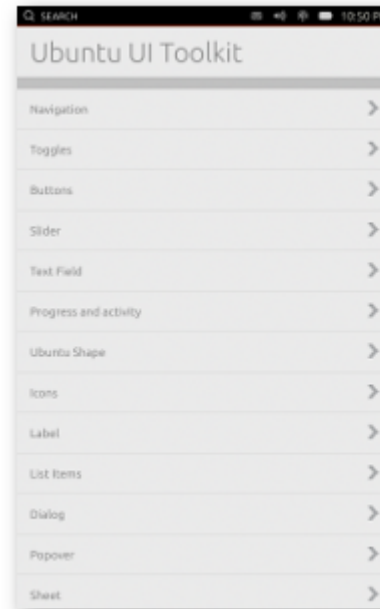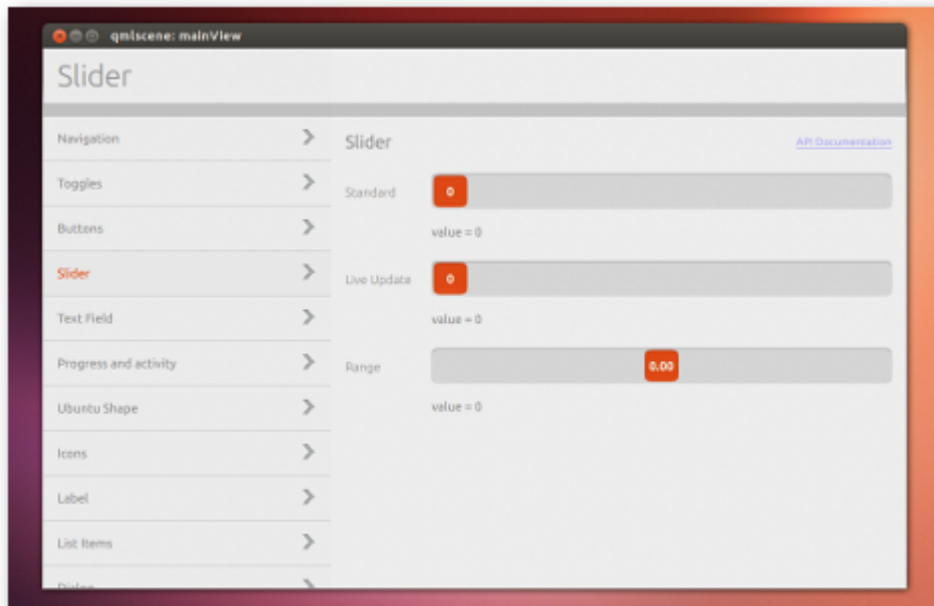
Conditional layouts
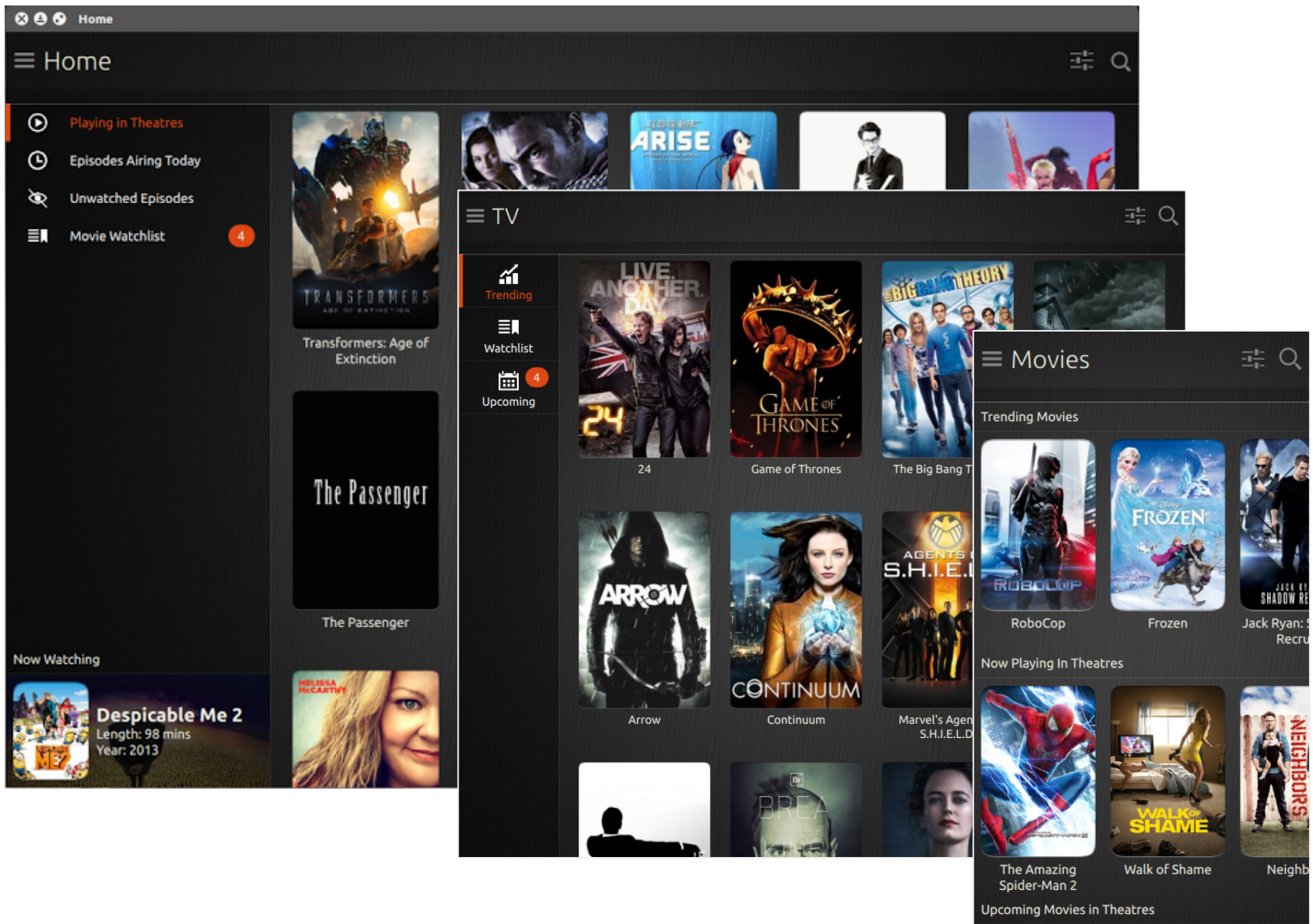
Ubuntu Webview: more than just Webkit

> **Oxide** embeds Chromium browser component in your app

> Enabled **Incognito Mode**

> Use system-wide **User Agent Overrides**

> > Or provide your own

> Share **context** between Webview instances

> **API Compatible** with QtWebkit

Ubuntu Download Manager

> Handles **long-running** downloads in the background

> **Notifies** your app when the download is complete

>> Grants access to the files

>> Re-opens your app if necessary

> Supports **multiple** simultaneous downloads

> Lets the user **pause, resume or retry** downloads

Status bar - Indicator icons

Transfers

Pause all

F File name comes here
   8 minutes remaining

V Top 10 animation films
   Paused, tap to resume

V Sunny day at the beach
   2 minutes remaining

V Sunny day at the beach 2
   Failed, tap to retry

Successful Transfers   Clear all

V Sunny day at the beach 1

V File name comes here
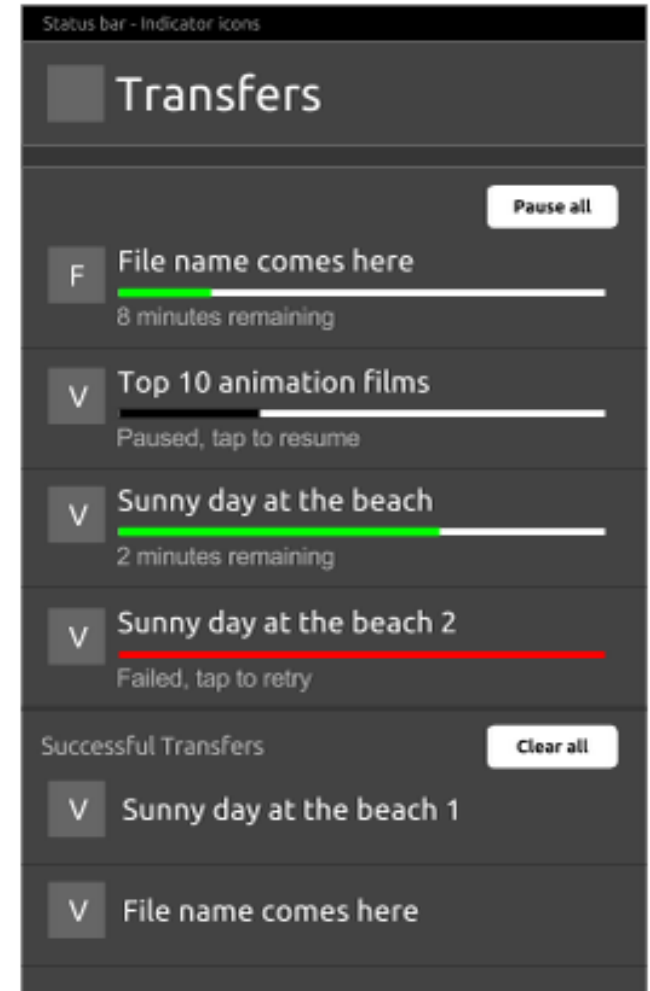
Content Hub

> Lets you **send and receive** files or content from other apps

> **Target** a specific app, or let the user **choose** from a list of apps that support the content type

> Grants your app **permission to access** only the files the user has selected

> Can **share content** without copying to the target app

> > Can share links and text too

U1db: The Ubuntu One Database

> Provides **schema-less** (NoSQL) database storage

> Apps can have **multiple** database files

> Simple **index** definition for fast queries

> **Integrates** easily with Qt components

> Provides **device syncing** ability out of the box

> > Not part of the U1 File Sync that was discontinued

Online Accounts

> Stores user **credentials** in a secure, centralized place

> Gives **access** to multiple apps

>> User can **choose** which apps can access which
   accounts

> Includes providers for **Google**, **Facebook**, **Twitter** and
  Ubuntu One

> Apps can install their own **Account Provider** for other
  services

Where do I find more developer resources?

Ubuntu Developer Portal

Ubuntu Design Portal

Ask Ubuntu

Online Communities

6,300 Members
13,000 Followers

43,000 Likes
facebook.com/ubuntuappdev

#ubuntu-app-devel
#ubuntu-touch
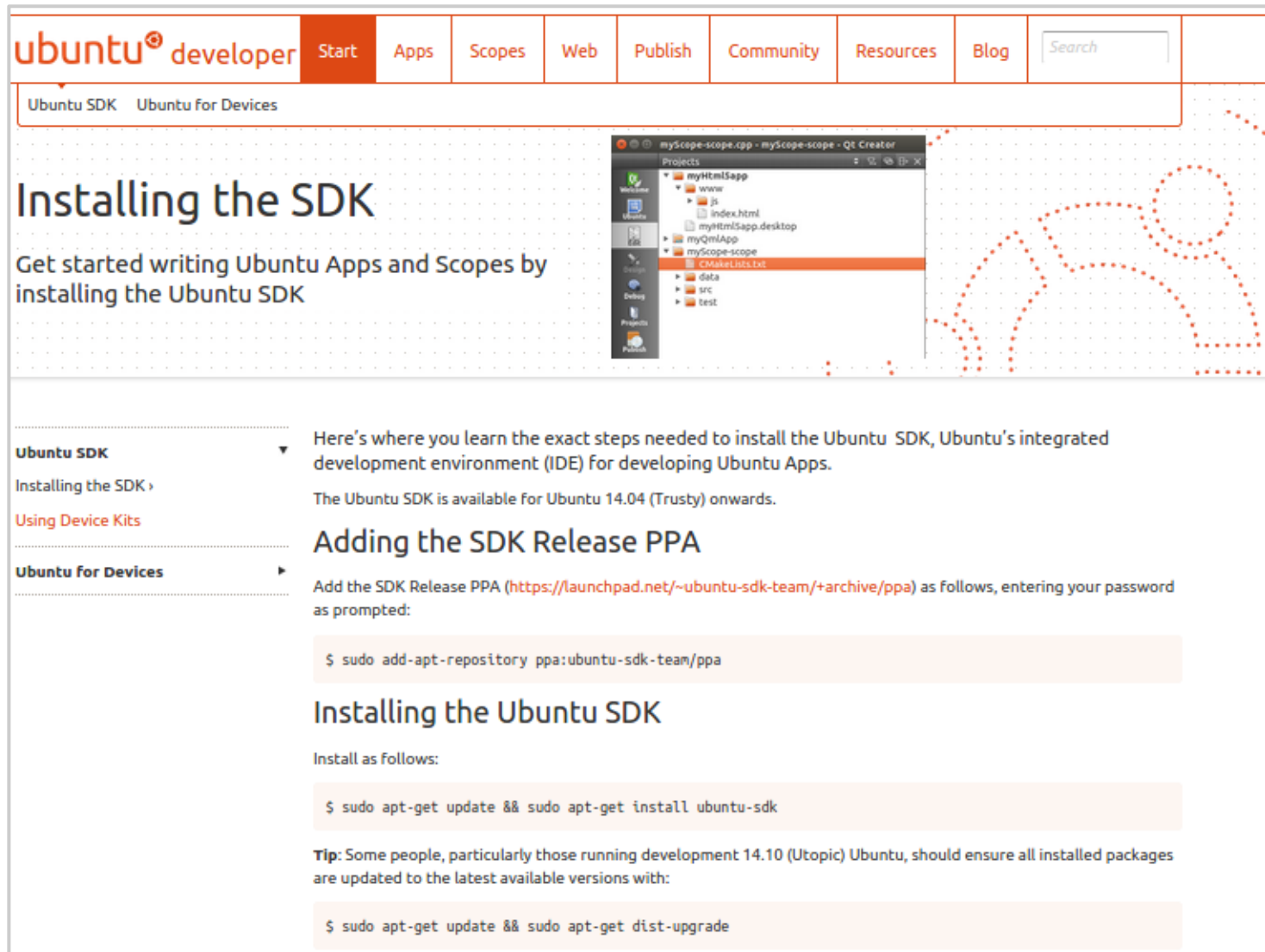
ubuntu-app-devel@lists.ubuntu.com
ubuntu-phone@lists.lists.launchpad.net

What do I do next?

Get the Ubuntu SDK
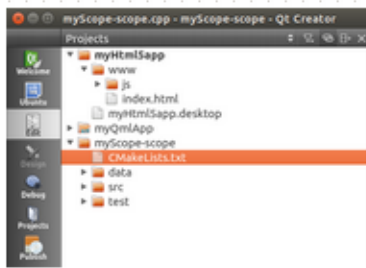
http://developer.ubuntu.com/start/ubuntu-sdk/installing-the-sdk/

Write your first app!

Write your first scope!

Become an Ubuntu Pioneer!

> Featured on: developer.ubuntu.com/pioneers/

> Free limited-edition Ubuntu Pioneers t-shirt

> Open to the first 200 developers who publish an app or scope

> Only about 30 slots left!
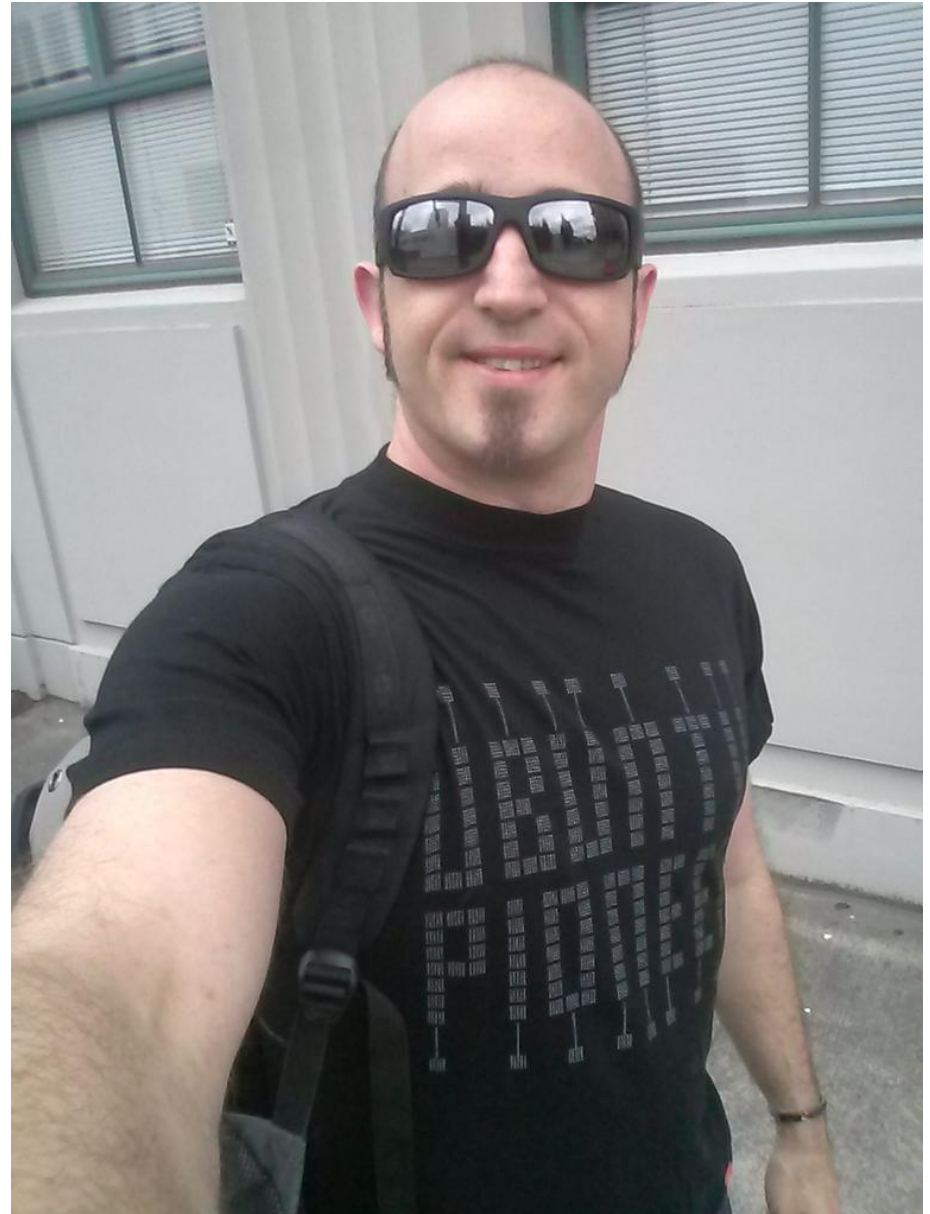
App Development Schools
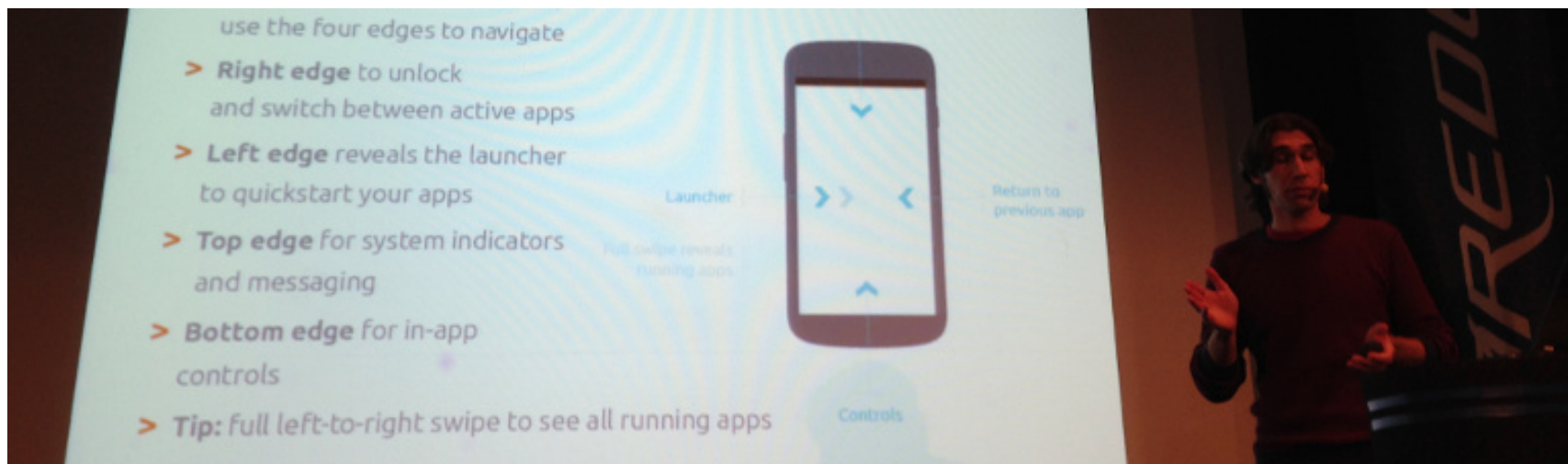
> **Teach** Ubuntu app development to others:

> Local Ubuntu Community (LoCo) teams

> LUGs and other FOSS groups

> Schools or organizations

> We provide the instruction materials & sample code

http://developer.ubuntu.com/resources/app-dev-training/

ubuntu® the human touch