

The image shows a close-up, low-angle shot of a building's exterior. The building has a light-colored, possibly white or light grey, facade. Mounted on the upper part of the facade is the 'WIND RIVER' logo in large, bold, red, three-dimensional block letters. The letters are slightly angled upwards. The background is a clear, deep blue sky. The overall composition is clean and professional.

WIND RIVER

Regional Developer Conference
Shenzhen, December 14, 2007

Device Software Optimization

The Shift from Build to Buy

Namiq Kunimoto

Vice President, Asia-Pacific Region

WIND RIVER

We Are Here to Discuss a Serious Problem

The Absurdity of the Device Software World

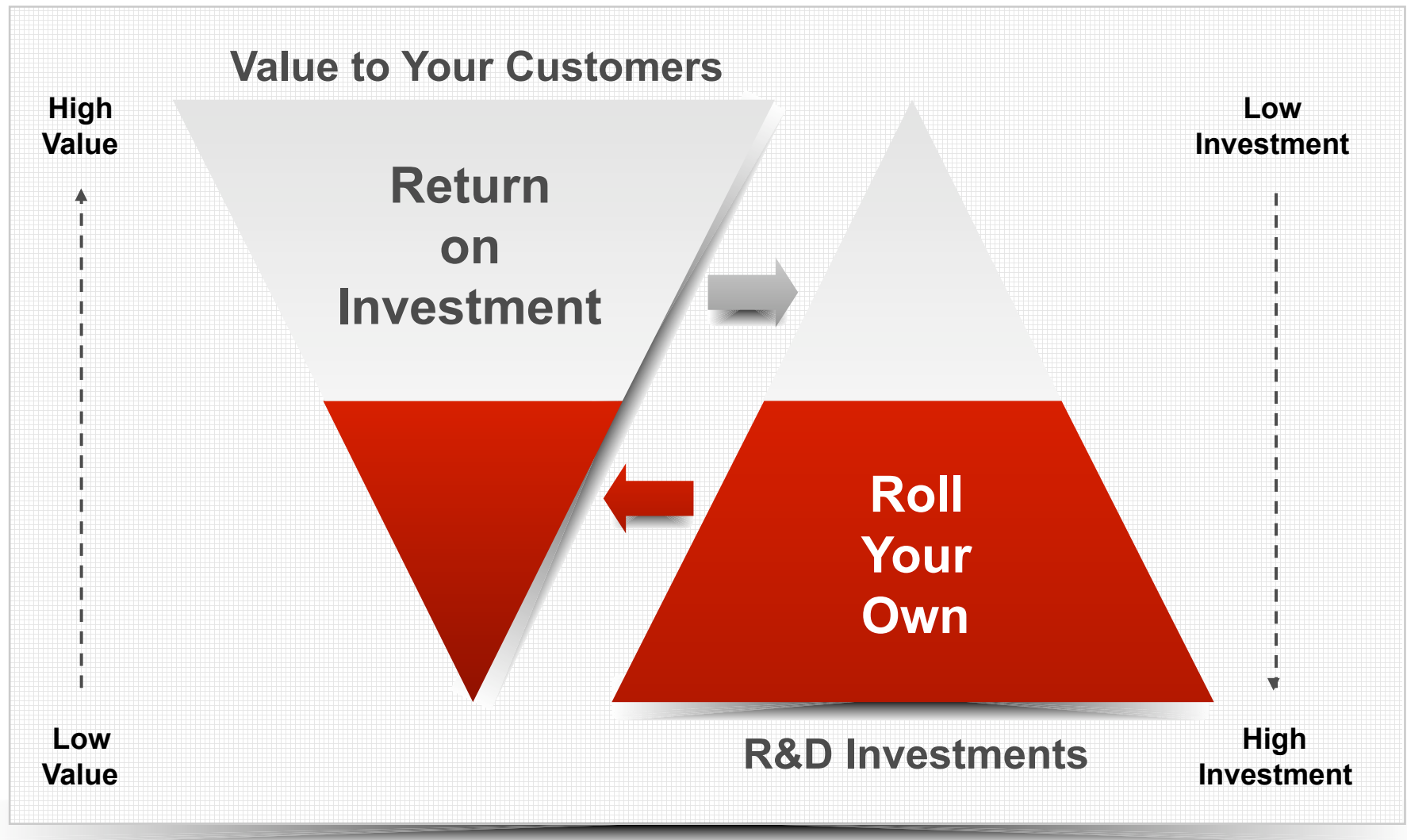
Network Equipment Manufacturer

- 24–30-month development life cycle
- 50 million lines of legacy code
- 6,000 engineers maintaining legacy code
- 1,400 engineers doing OS work
- 600 engineers developing tools
- 76 different Linux distributions used on 16 product lines

Mobile Handset Manufacturer

- 2–4-month development life cycle
- 6-month market window for each phone
- At least one phone released every week
- 20 new product families introduced each year
- 100 engineers developing and maintaining Linux distributions
- A different Linux distribution used on each product family
- Commercial development tools not used

An Obsolete Investment Strategy



Device Software Optimization Is Driving the Trend from Build to Buy

Complex Device Requirements

- Content
- Convergence
- Connectivity

Competitive Pressure

- Differentiated
- Faster time-to-market
- Lower development costs
- Higher quality

Wind River Mission

Wind River enables companies to **develop, run, and manage** device software faster, better, at lower cost, and more reliably



A photograph of a building's exterior wall with the company name 'WIND RIVER' in large, red, three-dimensional block letters. The wall is light-colored and has a horizontal joint. The sky is a clear, deep blue.

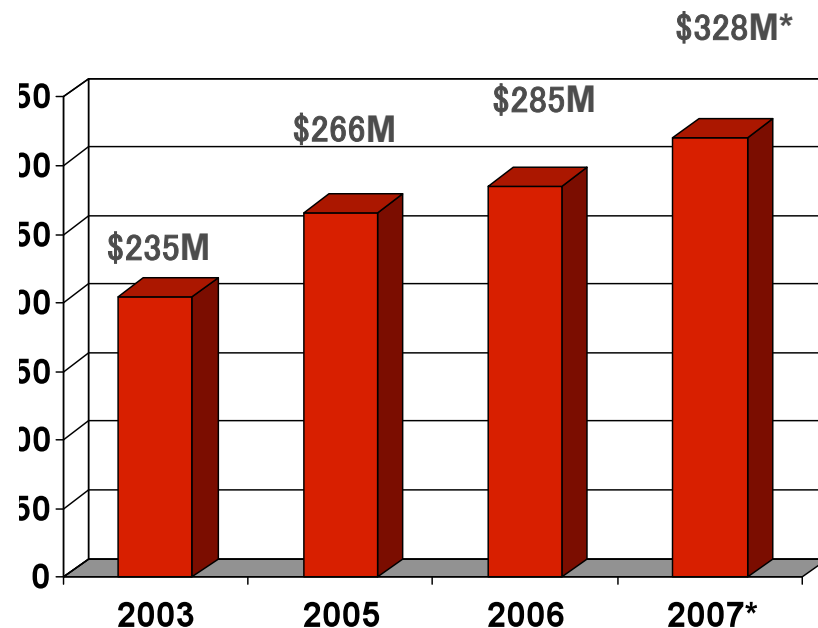
WIND RIVER

Company Update

We Lead Device Software Optimization

- Founded 1981, IPO 1993
- Market share leader
 - More than 35% of commercial market
- \$323M in revenue and change in deferred
 - \$309.3M in revenue (trailing 4 quarters)
 - \$223M in cash and investments
- \$78.3M in research and development (trailing 4 quarters)
- 1,426 employees
- 42,000+ developers
- 1,200 design wins last year
- 350 million deployed devices

Annual Revenues



*Projected 2007 annual revenues

Wind River Key Investments in 2008

- **Networking**
 - Multicore for both VxWorks and Linux in SMP/AMP
 - Carrier Grade Linux
- **Mobile Handsets**
 - Leverage OHA and LiMo initiatives
- **Automotive**
 - Advanced car infotainment
 - QoS
- **Aerospace & Defense**
 - Certification
 - Safety Critical
- **In China**
 - Enhanced customer support team
 - Expand our footprint to more cities
 - Wind River Development Center in China

FY08 Summary

- **Products**
 - VxWorks 6.5, including new Advanced Networking Stack
 - Linux 2.0, including mobile handset profile and kernel upgrades
 - Workbench 3.0, including Linux build and configuration tools
 - Device Management, including ARM and MIPS support
- **Alliances and Consortia**
 - Joined LiMo as a core member
 - Motorola ECC (now Emerson)/Cavium COTS solution
 - Sun Opteron
 - Intel partnership in automotive

Leadership in Mobile Handsets



LiMo Foundation

- **Announced in August 2007**
- **Mobile consortium**
 - Motorola, NEC, NTT DoCoMo, Panasonic Mobile Communications, Samsung Electronics, Vodafone
- **Wind River is a Core Member**
- **LiMo Board member**
- **Wind River selected as the Linux Development Foundation of the CIE for all LiMo member contributions**

open handset alliance

- **Announced in November 2007**
- **Google-led consortium of mobile handset heavyweights**
 - T-Mobile, HTC, Qualcomm, Motorola, and 30+ others ecosystem partners
- **New mobile platform called Android**
- **Wind River is the first (and currently only) Linux Commercialization Partner in the Alliance**

Leadership in Automotive

- **Vehicle Infrastructure Integration Consortium (VIIC)**
- **Announced May 2007**
- **Consortium partners**
 - U.S. Department of Transportation, BMW NA, DaimlerChrysler, Ford Motor Company, General Motors, Honda Americas, Nissan NA, Toyota Engineering and Mfg NA, Volkswagen of America
- **Wind River Linux selected as the platform for developing the vehicle on-board equipment for consortium proof-of-concept activities**



Wind River and BMW

- **Soon to be announced Working Group inside major automotive consortia**
- **Led by major German automotive manufacturers**
- **Wind River Linux is the base platform for infotainment and telematics systems**

Leadership in Aerospace and Defense



Strategic Partnership Expanded

- Announced in May 2007
 - Wind River Linux selected as their standard Linux OS on their x86-based platforms
 - VxWorks continues to be their standard out-of-the-box RTOS solution for rugged COTS board product line
- Leadership in “safe” RTOS
 - VxWorks 653 as the common RTOS on Boeing’s 787 Dreamliner, and also for the 767 Tanker, C-130 AMP, Airbus A330 and A400, and Lockheed Martin US Presidential Helicopter, and many others
 - Wind River Linux and VxWorks 653 selected for the Boeing P-8A
 - Northrop Grumman X-47B uses Wind River OSes for flight control, mission, and ground computers
 - VxWorks 653 v2.2 announced in October 2007
 - Leadership in “secure” RTOS with VxWorks MILS (2008)

Leadership in Networking



- SCOPE is a carrier grade base platform open specifications and COTS ecosystem
 - Alcatel-Lucent, Ericsson, Huawei, Motorola, NEC, Nokia Siemens
- As a SCOPE member, Wind River is working to help define their carrier grade Linux specifications

Key Partners




























MOTOROLA

New Products

- Wind River Advanced Networking Technologies announced in June 2007
- Wind River Linux 2.0 announced in September 2007
- VxWorks 6.6 with SMP announced in October 2007

Our Partner Ecosystem Is Second to None

									
									
		 Raza Microelectronics, Inc.							
	 Formerly Artesyn Technologies			 Challenges Drive Innovation™		 THE POWER OF WE			
Access	ALT Software	AI Tech	Celunite	Datalight	Express Logic	Esterel	IP Infusion	GoAhead	LVL7
MySQL	National Instruments		NextHop	OpenClovis	Opera	Oracle	Rational Software		Skelmir
Solid Information Technology		Telelogic		Tilcon Software	Trolltech	Virtutech	Wipro		Xilinx

350+ Partners: The Broadest and Deepest Ecosystem in the DSO Industry

Why Wind River Matters to Our Customers

Standards	Leverage technology solutions across projects and across multiple development teams	Lower Developer Cost
Choice	Avoid being locked into a single vendor or proprietary technology	Minimize Risk
Support	Access a variety of support options—around the clock, around the world, in <i>your</i> language	Higher Product Quality
Partners	Minimize time-to-market and lower costs with tighter integration with our ecosystem	Optimize Product Revenue

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