

FAQ

CANONICAL

When was Canonical established, what are its core areas of business and where does it operate from?

Canonical was established in 2004 and now has 90% of the desktop Linux market. Canonical operates globally with offices based in London, Boston, Taipei, Beijing, Montreal, Shanghai, Isle of Man. Today Ubuntu ships pre-installed in a number of PCs from Dell, HP, Lenovo and has strong co-branded retail presence in China and India with Dell. Ubuntu is the world's third most popular operating system, with over 20M users across 240 countries offering over 80 localised languages.

Which industries are key users of Ubuntu, and could you give examples of major customers?

Key industries using Ubuntu include: education, consumers, government, corporate sector and developer markets. Enterprise Ubuntu users include brands such as Google, Instagram, Uber, CapGemini to name a few. Canonical provides them with professional services in its 'Ubuntu Advantage' package, which provides systems management tools as well as access to expertise to ensure optimal use of Ubuntu within their business. The CSIP (China Software and Integrated Chip Promotions Centre), part of the Chinese Ministry of Industry and Information Technology, has also selected Ubuntu as the basis for a new reference architecture for a Chinese OS, called Kylin, to provide a flexible, open, widely-used and standardised operating system.

UBUNTU

How and when will Ubuntu on smartphones be launched? What is your roadmap?

Ubuntu on smartphones will initially launch with two carrier partners, in two markets in the early part of 2014 (commercial launch). Canonical expects that these carrier partners will be selected from within the CAG. One or more OEMs will support the initial launch and they will be selected in coordination with the carrier launch partners.

OEM can begin a detailed technical evaluation of the OS today with a view to focusing on hardware integration from October 2013 when the first, fully featured release of Ubuntu Touch will be available for productization.

What kind of partnerships does Canonical have with OEMs and carriers?

Canonical has a number of key OEM partnerships from its experience in the desktop business – Lenovo, HP, Dell to name a few. The desktops running Ubuntu OS can be found in China, India, USA, MEA, EU, South East Asia, LATAM and Canonical has co-branded retail stores with Dell in China (550 stores) and India (850 stores). By 2014, it is estimated that 10% of PCs worldwide will ship with Ubuntu preinstalled. Moreover, Canonical is actively engaged with Tier 1 and Tier 2 handset OEMs at a technical level. These OEMs are currently evaluating the Ubuntu OS on their latest hardware.

What benefits does Ubuntu offer for end-users and for carriers respectively?

Ubuntu on smartphones has a beautiful, simple yet sophisticated interface. It has a consumer-friendly, clutter free interface, which will support native and HTML5 apps. It uses fully all four edges of the UI, without the need for any hard or soft keys. The Ubuntu platform scales across low to high end devices, from lean, mid-range, high-end smartphones to innovative new product category of superphone (the convergence device) providing consistent quality across the full range of hardware. Ubuntu is unique in offering true convergence solutions, with Ubuntu for Android and Thin Client integration to MS Office applications already commercially available today. Canonical is also developing a high end smartphone running on Ubuntu (so called 'superphone'). Once docked the phone becomes a fully functional desktop PC running Ubuntu desktop. Being an open source platform, code will be shared openly throughout the product development cycle and Canonical will be providing full transparency on its development plans. This means that hardware OEM or carrier partners will not need to wait for the typical six to eight month code releases.

How are you working with developers today and what is your ecosystem at launch?

Ubuntu supports HTML5 like Tizen and Firefox do, and we also support native apps, with easy porting paths from established platforms like Android, OpenGL games, and Blackberry. Ubuntu already has a large and vibrant developer ecosystem with a consumer-friendly software centre. A preview SDK is available at <http://developer.ubuntu.com> and app design guidelines can be found in <http://design.ubuntu.com/apps>. Developers are already creating applications in anticipation of the platform launch.

In what way does Ubuntu for smartphones differ from other mobile operating systems on the market?

Ubuntu is the most open OS in the industry today and offers mobile operators and OEMs far greater levels of flexibility for customisation, especially UI customisation. It is truly the only operating system which provides users with a 'Complete OS Experience' supporting a portfolio of different devices with ONE operating system. Ubuntu offers the same user experience spanning the phone, tablet, PC and TV, which is backed with a very deep design competence, ensuring that the platform continues to evolve and improve. Ubuntu is established brand with millions of users and a proven track record of working with OEMs in the PC industry. And Ubuntu was voted 'best of show' by CNET at MWC 2013 in Barcelona, further details on media coverage: [click here](#).

CARRIER ADVISORY GROUP

What are the goals of the Carrier Advisory Group?

The objective of CAG is ensure that carrier partners can influence and be part of Ubuntu's mobile OS development. This is an opportunity for carriers to be a part of Ubuntu smartphone early adopters giving them a competitive advantage over other carriers who are not a part of this exclusive carrier advisory group.

And why should I join?

The two first launch partners will be selected from within CAG, with the next wave following six months later. CAG members will be invited to regular virtual meetings, primarily conference or video calls, as well as occasional face-to-face meetings in parallel with existing conferences and events (e.g. MWC, Mobile Asia Expo).

Canonical will take input from carriers to shape the agenda of meetings to meet their needs and requirements. Carriers participating in the CAG will have access to advanced confidential insight into Ubuntu's mobile product, business plans and strategy. This will allow carriers to provide direct feedback on key topics to influence the product development.

Who have joined the Carrier Advisory Group to date?

The founding partners of CAG are Deutsche Telekom, Everything Everywhere, Korea Telecom, Telecom Italia, LG UPlus, Portugal Telecom, SK Telecom and the leading Spanish international carrier. Only CAG partners will have access to early information about Ubuntu development and launch plans with OEMs.

How long will the Carrier Advisory Group remain open for new members?

The CAG will remain open for new members until the end of July 2013. Canonical will work with these founding partners to shape the roadmap, development and launch plans for the Ubuntu mobile OS.

How will you ensure that the CAG meetings are driven based on industry requirements?

The CAG has been set up from the outset based on carrier needs and areas of interest. This is the thinking behind the advisory group that will also guide the agenda and discussions. CAG is chaired by David Wood who has 25 years of experience in the mobile industry. He is currently Chair at London Futurists and has served on the board of directors of Symbian and the Open Mobile Alliance.

What kind of topics will you be covering in the future meetings?

The CAG will be discussing the most important topics for any carrier considering adopting a new mobile operating system and wanting to understand how a new OS could add value either alongside a legacy platform or as a viable replacement in the long run. Topics such as differentiation without fragmentation, efficient sharing of code, developer ecosystems and app development, revenue sharing models, payment mechanisms and consumer and enterprise segmentations are among topics that will be covered in future meetings.

How can I best share information if I join the CAG?

Canonical recommends carriers openly share topics and issues of concern prior, during and after meetings – transparently with all partners. This will enable the CAG to have meaningful discussions that will help steer the development of Ubuntu on smartphones. Occasionally there will be sensitive topics to be raised that may require one-to-one discussions to take place outside of the Carrier Advisory Group.

Who can I talk to about the CAG?

Contact Cristian Parrino, VP Online and Mobile Sales (cristian.parrino@canonical.com) or Rupinder Mann, Customer Marketing Manager (rupinder.mann@canonical.com) directly. Or alternatively use the form provided online to make inquiries about the advisory group.