



# Android™ + TV Demo Introduction

## Demo Concept

Try and Use Android on an Embedded Device



*Use Case of Android Device in a Living Room, Plugged on TV*



## Demo Features

- Video player
- Music player
- Still picture viewer
- File exchange with mobile phones (OBEX)
- Communication with CE and medical devices
- Shooting with a camera
- Internet connection and browser
- Wireless operation via Bluetooth
- Shopping application
- Google Map
- Flickr and Picasa viewer
- 3D menu and media player

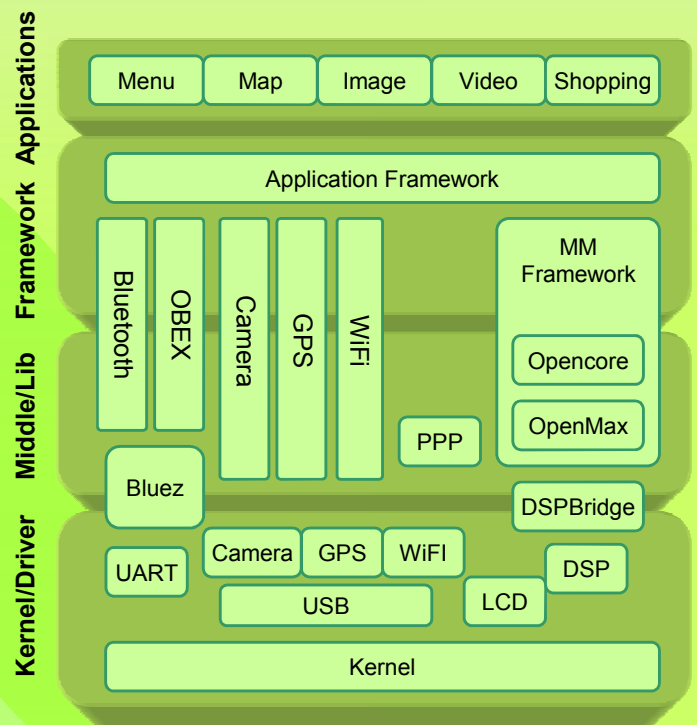
## Appeal Points

- "Android + TV" with a large display
- "Data link among mobile phones" by OBEX implementation
- "Wireless operation" by Bluetooth implementation

## Applications



## Software Block Diagram





# Android™ Commercialization Services

Total Support to Commercialize Smartphones, Mobile Phones, CE, In-car Navigation and STB

## Platform

### Services

- Android base porting (TI OMAP, Freescale, X86, etc.)
- Peripheral implementation (Bluetooth, camera, WiFi, GPS, sensors, etc.)
- Media codecs and graphics implementation
- Performance tuning and verification on HW
- Middleware/driver porting and development
- Base development environments (SW/HW) build
- Various reference implementation
- Comparison verification with Android and other platforms



Application

Framework

Middle/Library

Driver/Kernel

## Applications

### Services

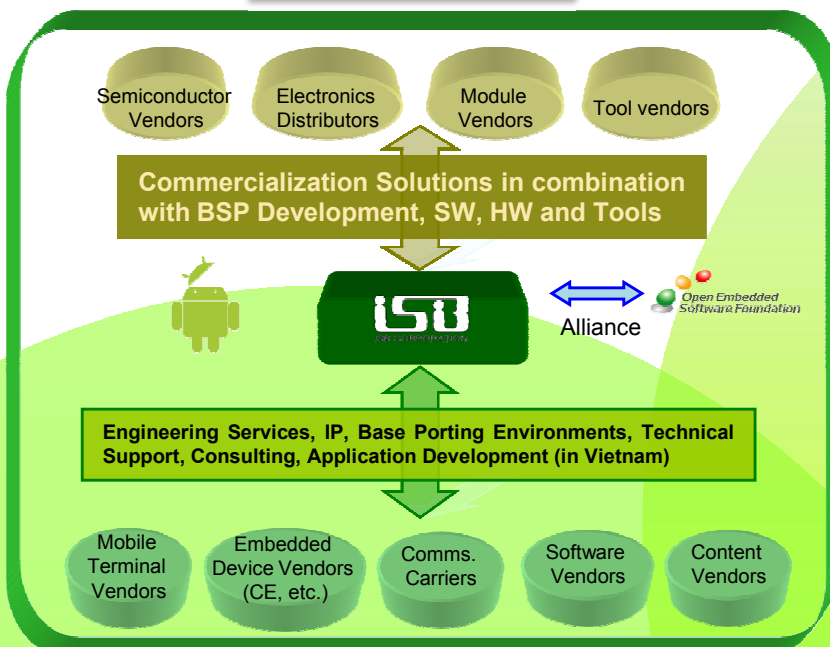
- Low cost development using ISB Vietnam
- Application porting from Windows, Symbian, etc.
- Verification on HW for third party applications



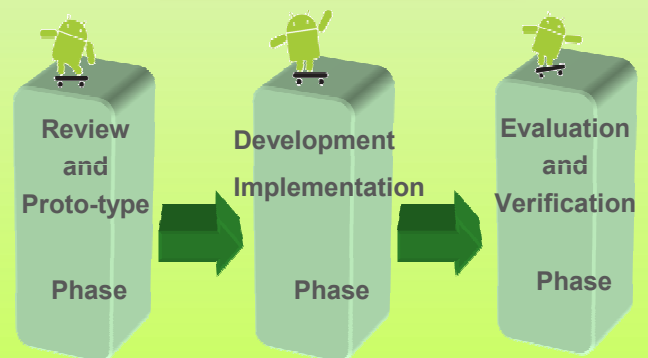
We are a member of Open Embedded Software Foundation

ISB Corporation is a member of Open Embedded Software Solution Foundation that promotes standardization on software technology based on Android and develops, researches and promotes standard frameworks.

## Business Model



## Business Scheme



Most Suitable Services Provided for Each Phase

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Contact us

### ISB Corporation

5-1-11, Ohsaki, Shinagawa-ku, Tokyo, 141-0032, Japan  
TEL +81-3-3490-1761 FAX +81-3-3490-7718  
E-Mail products@isb.co.jp  
<http://www.isb.co.jp/english/product>



<http://www.isb.co.jp>