# Open-Plug ELIPS Component-based Linux Framework Available for TI OMAP™ Processors

## Open-Plug Joins TI's OMAP Developer Network

**Sophia Antipolis, France, 16 November 04 -** Open-Plug has become a member of the Texas Instruments Incorporated's (TI's) OMAP Developer Network, allowing handset developers working on OMAP processor-based designs to quickly add cutting edge software components to new handset designs, maximising re-use between projects, and significantly reducing development time and costs.

Open-Plug brings ELIPS, its component-based Linux framework to the OMAP platform, allowing handset manufacturers to tap into the Linux developer community adding unique and differentiating features to next generation 3G handsets. ELIPS is a small embedded engine running on the mobile phone, which delivers the flexibility of component-based technology with no resource or power consumption penalty. The ELIPS component-based framework delivers a solution beyond the common Linux API exposure, enabling rapid integration into and validation of the mobile-phone platform.

With the OMAP processor family being among the most popular handset platforms, Open-Plug CEO Eric Baissus explained the importance of Open-Plug's arrival as a member of TI's OMAP Developer Network. "We have already demonstrated, through other strategic alliances, how ELIPS allows MMS, WAP, and other application software to be integrated with a handset platform extremely quickly," he said. "Since TI is one of the principal

platforms, being recognised as an OMAP Developer Network member now allows us to bring ELIPS to the largest portion of the applications processor market." Open-Plug has already demonstrated ELIPS on Texas Instruments TCS2110 GPRS chipset. Joining the OMAP Developer Network now dramatically expands the number of platforms that can benefit from the speed and versatility of ELIPS' component-based technology.

For Texas Instruments, Bryce Johnstone TI's OMAP Ecosystem Strategy Manager said, "By joining the OMAP Developer Network, Open-Plug is providing a fast and cost-effective way for our OEM customers to add diverse and powerful features to their handset platforms. Open-Plug's technologies shorten time to market and deliver high value-add applications for innovative handset capabilities."

ELIPS uses Open-Plug's FlexibleWare™ component-based technology for embedded devices, which revolutionises the way software is integrated, validated and deployed. ELIPS is a unique technology that makes component-based technology applicable to mobile phone systems with no impact on platform performance. It efficiently interfaces with any native environment and allows developers to continue using familiar tools and techniques, thereby minimising additional investment and familiarisation time. The developer first generates and simulates LINUX components, aided by the ELIPS software development kit (ELIPS SDK). The ELIPS integration management system (ELIPS IMS) and ELIPS run time system (ELIPS RTS) further help developers to quickly integrate and execute new components, before deploying components using the ELIPS update and deployment system (ELIPS UDS). ELIPS UDS also enables fast and accurate updating of deployed terminal components.

Open-Plug's component-based approach opens up mobile software platforms for easy third-party application integration, with games, WAP, MMS, or multimedia functionality, for example, without compromising developers' control over proprietary APIs. Open-Plug is currently working with several vendors offering best in class solutions including, MMS and WAP clients, who have established leadership positions within the mobile developer community. The company plans to work with these partners to deliver innovative and trusted solutions for cost-effective, flexible, and highly differentiated mobile platforms as 3G networks expands opportunities for increasing new services, and end users voice ever more stringent demands for services and terminal performance.

Open-Plug is a member of TI's OMAP Developer Network, a group of leading software developers porting advanced applications to TI's high performance, power-efficient OMAP processors. Handset manufacturers adopting OMAP devices enjoy the rapid deployment of compelling wireless applications – including streaming audio and video, multimedia messaging, gaming, security, speech recognition, location based services and mobile commerce – across all leading operating systems. Systems level integration services are also provided worldwide by independent OMAP Technology Centers. The OMAP platform has been selected by leading manufacturers, such as Nokia, Palm, NEC, Fujitsu, LG Electronics, Hewlett-Packard, Sendo, HTC and many more, for their 2.5 and 3G wireless devices. For more information, please visit www.omap.com.

**About OpenPlug:**

Open-Plug is the leading provider of open software frameworks for mass-market mobile phones. Based on its FlexibleWare™ technology, Open-Plug is offering ELIPS, the first

Linux© emulation environment targeting mass-market mobile phones. It integrates a unique software design flow and brings an unprecedented flexibility to the way middleware, applications and user interfaces for mobile phones can be developed, integrated, validated and deployed.

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