

# SOFTWARE FREEDOM ESSENTIAL FOR BUSINESS AND INNOVATION

Gernot Heiser

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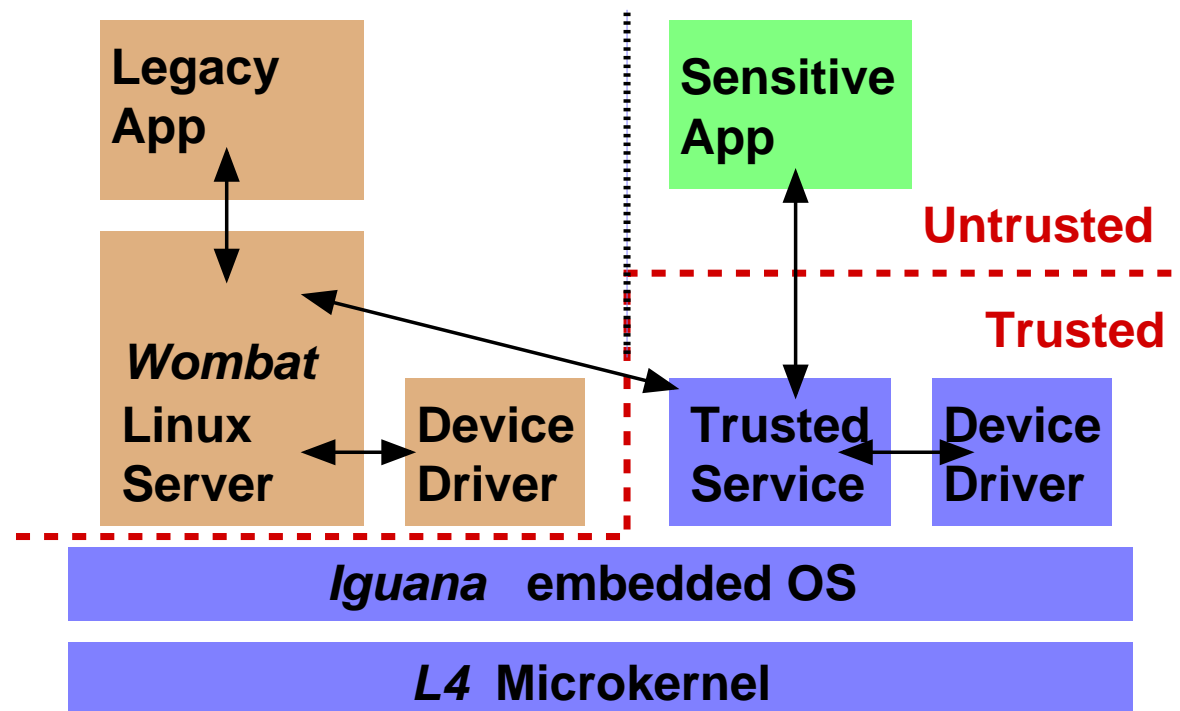
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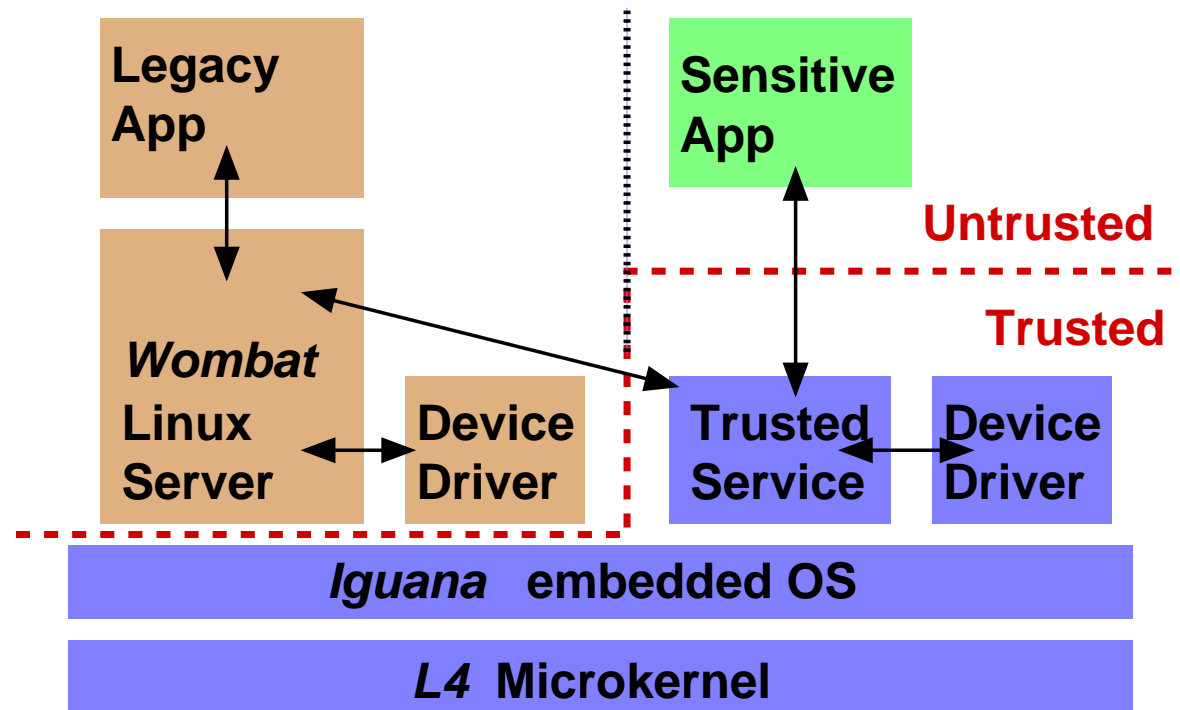


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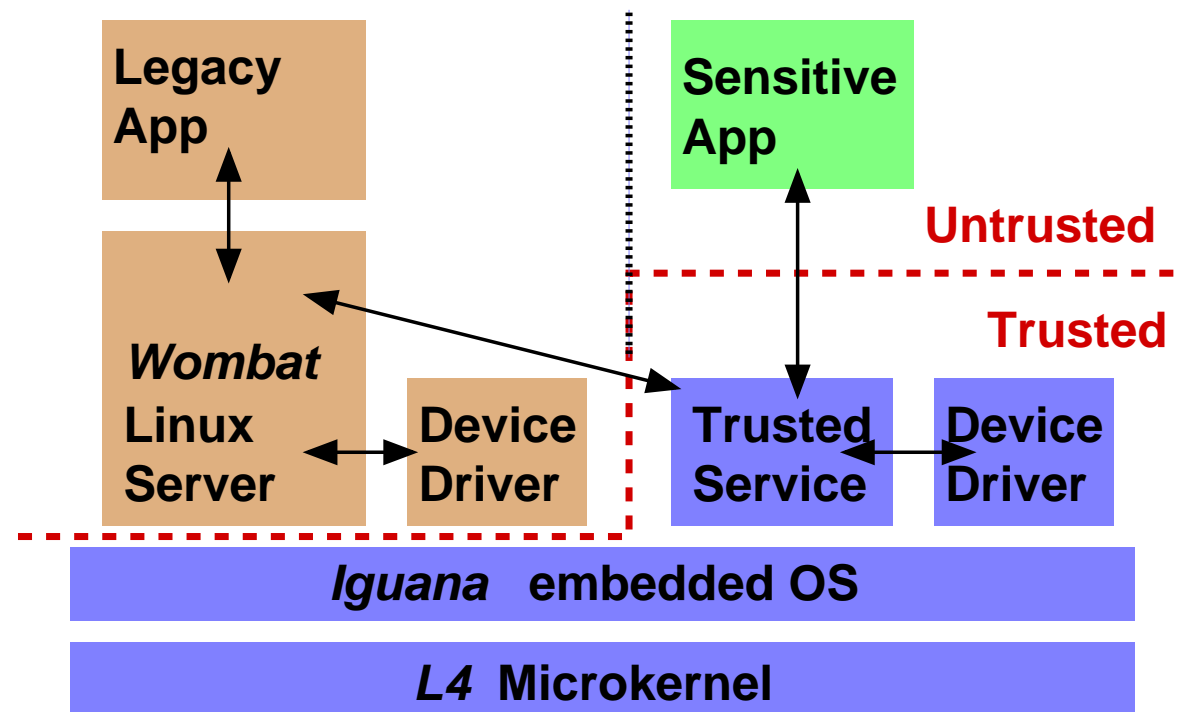


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- working on *mathematical proof of correctness*



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Who cares?

- The embedded-systems market is huge.
- So are the players.
- Who is interested in a bunch of researchers in Australia trying to change the world?



# THE POWER OF OPEN SOURCE

Open source levels the playing field:

- Chance to create visibility
- Selling without a salesforce
- Distributing without a distribution network

# THE VALUE PROPOSITION

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- But it is also the reason why we use open-source ourselves

# OPEN SOURCE AS BUSINESS

Can you live from it?

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Better get used to it — you'll have to!

- Open-source is inevitable for the infrastructure level  
→ because it makes economic sense
- Those who are unable to adapt to this will have problems

# SUMMARY

You want to run a global business from Oz?

May the Source be with you!