

SOFTWARE FREEDOM ESSENTIAL FOR BUSINESS AND INNOVATION

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MODERN EMBEDDED SOFTWARE IS BIG AND COMPLEX

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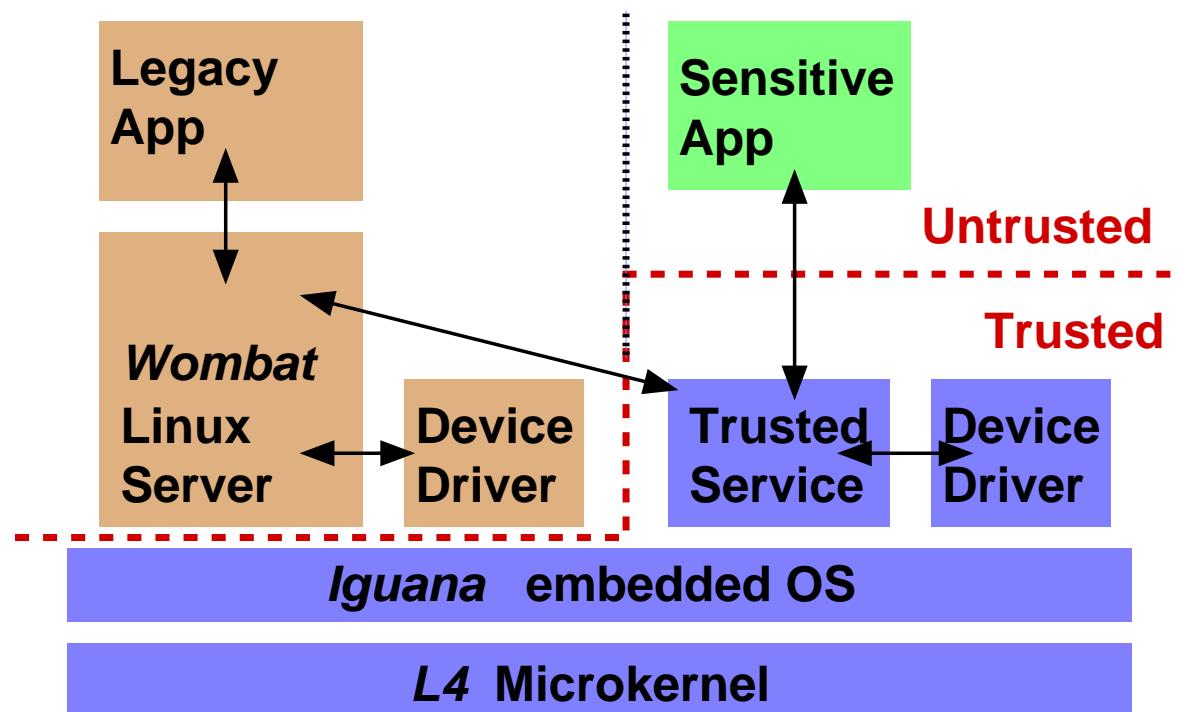
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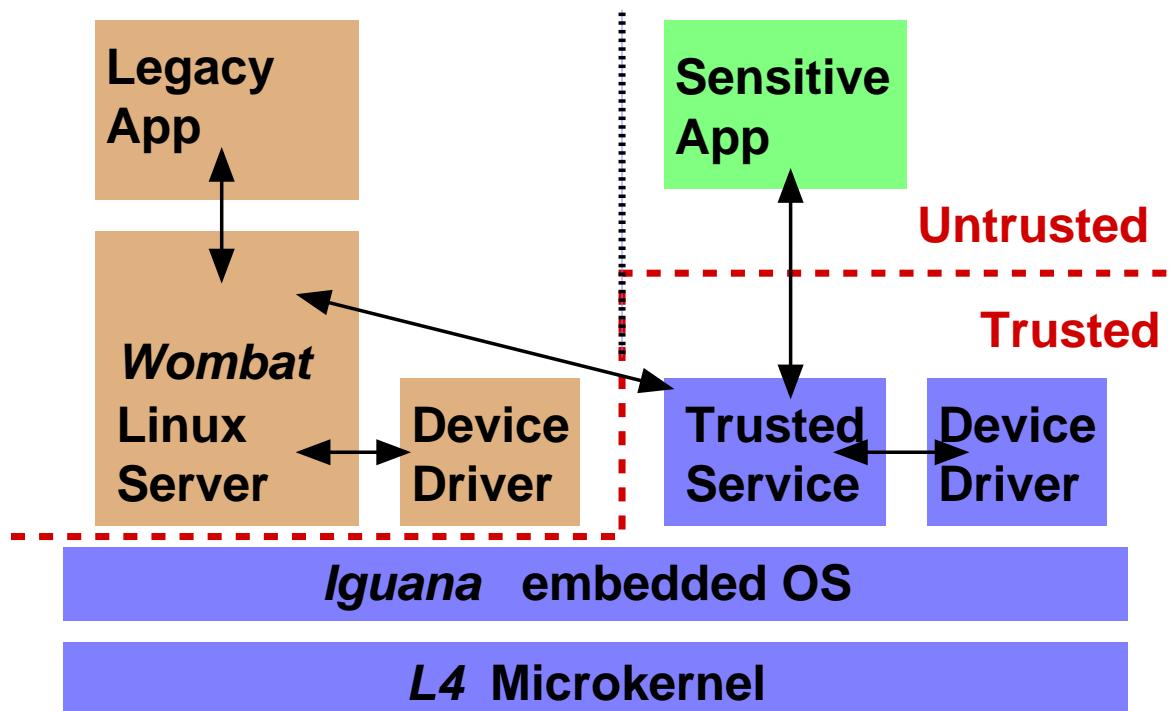


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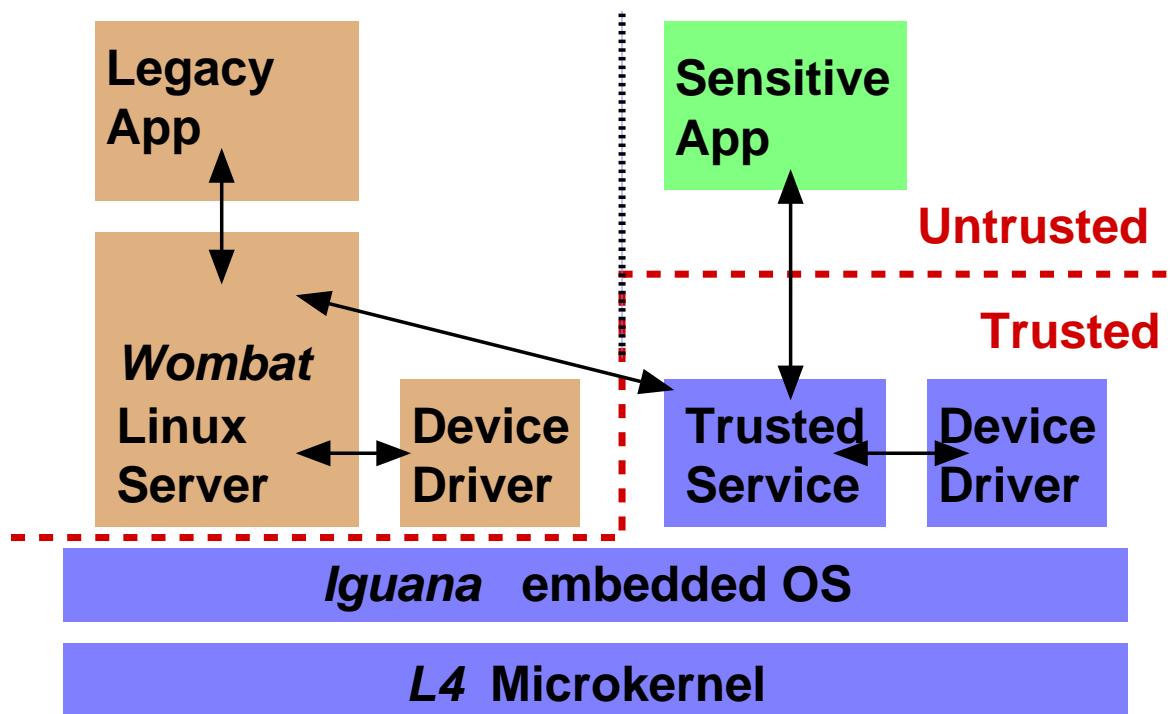


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- working on *mathematical proof of correctness*



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- 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

Open source is good for clients:

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- ability to fix show-stoppers quickly
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- But it is also the reason why we use open-source ourselves

Can you live from it?

- Apparently yes
- Embedded systems is a **service** industry

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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!