

# Building downloadable Sailfish OS and next steps of Jolla with Sailfish 3

FOSS North 2018

Vesa-Matti Hartikainen & James Noori

*jolla*

  
SAILFISH OS

# JOLLA LTD DEVELOPS & LICENCES SAILFISH OS

- Incorporated 2011 in Finland, first products to market 2013.
- Develops Sailfish OS, the only independent mobile OS in the market



# JOLLA LTD DEVELOPS & LICENCES SAILFISH OS

- 50 employees, mostly former Nokia team
- Strategic licenses granted to Russia, China and Latin Americas
- 10,000+ International media articles



# THE COMMUNITY

- ♥ of Jolla
- Media coverage & word of mouth
- Help in social activities
- General awesomeness



# THE COMMUNITY

- Contributions
  - Community testing: testing release candidates and reporting bugs
  - Porters: Porting Sailfish OS to various devices (over 50 on the list!)
  - Translations: Support for 35 languages
  - App developers: Over 1000 apps in the Jolla store + many more apps on OpenRepos
  - OSS contributions on Mer and Sailfish OS + various upstream OSS projects
  - Community volunteers on TJC supporting each other and organizing information about Sailfish OS





**NOKIA**



# Why an alternative os

**Challenging to  
Differentiate  
with Android**

**Android &  
iOS Duopoly**

**Data  
Collection as  
business  
model in  
Android**





# THE PATH OF SAILFISH OS

2005-2011

Nokia & MeeGo

MeeGo  
NOKIA

2012-2015

Jolla Devices



2015-2016

SW licensing



2017-2018

Regional Licensing



Lots of resources &  
investment

Sailfish OS 1.0  
Jolla phone &  
Tablet

Sailfish OS 2.0  
Licensing to  
OEMs

Sailfish 3  
Regional eco-  
systems

# Challenge in 2017



Value of Sailfish Community is huge. It keeps the OS alive and competitive.

Jolla is not developing own devices. Company focus is on developing the OS.

Regional partners develop devices, but they target corporations and governments.

Jolla devices are aging and partner's don't sell in countries where most Sailfish community is.

**How can Jolla provide the community access to Sailfish OS in an up-to-date devices with a reasonable effort?**

# Approach

## **Develop commercially supported version of Sailfish OS for an existing device and provide Sailfish OS as an aftermarket OS and sell it online**

- No hardware development costs, only R&D effort to port the OS, build the shop, and provide install method

Work with vendor that has good open source practices

- Up-to-date and well maintained Android Open Source Project -based codebase for the device portfolio and boot loader that can be unlocked

Work with community as much as possible

- Testing, Code contributions, Early feedback and help from selected trusted contributors

Sailfish OS  
for  
XPERIA



SAILFISH X



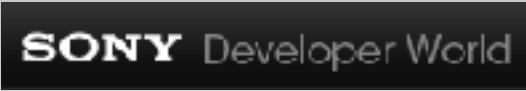
# BUILDING A PRODUCT ON OPEN COLLABORATION



Sailfish commercial SW  
Productisation quality  
Customer Support



HW ports  
Localisations  
OSS contributions & apps



Standard HW  
Open Devices Program  
Unlocking Bootloader



# Project timeline

February 2017

- Demo and press release at MWC, Barcelona

Summer 2017

- Hired the key community member
- Community testing starts
- HW adaptation sources opened

October 2017

- Shop opens and downloads start

November 2017

- First SW update

February 2018

- Xperia XA2 as follow-up device announced and demoed at MWC

March 2018

- Second SW update

May 2018

- 3rd SW update
  - Dual SIM variant support
  - Fingerprint sensor support
- Installation Wizard



# HOW IT WORKS IN PRACTICE?



HAVE FUN AND HACK 😊

# Results

- Effort was significantly less than normal Sailfish device project
- Sales targets reached
- Public feedback good
- Helps Business to Business - sales
- Positive result
  - Xperia XA2 will be the follow-up this year





# Lessons learned (so far..)

- Good OSS collaboration partners are vital
- Realistic target setting is needed
- Community provides a lot of value for project and potential also for recruitment
- Challenges
  - Difficult to change working practices in the middle of the project
  - Last minute changes are always difficult - Communication is always a challenge
  - Keeping focus in delivering what was promised, instead of easy nice to have's is difficult
  - Sometimes it's too fun :-) Nice project easily grabs too much of R&D time from other work

# WHAT'S NEXT?



SAILFISH OS

SAILFISH

3

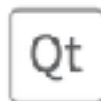
*jolla*

  
SAILFISH OS

# SAILFISH 3



# SAILFISH 3 UPDATES UNDER THE HOOD



## Software updates

Qt upgrade  
Android support, version upgrade  
30% faster performance



## New APIs

Location  
Camera  
WebEngine  
VPN  
Crypto  
Secrets



## Full Cloud integration

Access to web folders  
Automatic photo syncing  
Settings  
Bookmarks  
Notes



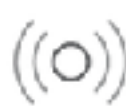
## Security

Encrypted data and communication  
New security architecture  
Remote lock and wipe  
Fingerprint  
Enablers for blockchain-based services



## Sailfish for Corporate

Mobile Device Management (MDM)  
Encrypted user data and communications  
Integrated VPN  
Redesigned Email and Calendar



## Connectivity

VoLTE support  
Bluetooth LE  
USB On-The-Go

# SAILFISH 3 USER EXPERIENCE



## New Device Categories

Feature phone UI  
Built-in hardware keyboard support,  
over 600 hardware configurations  
Full support for landscape UI



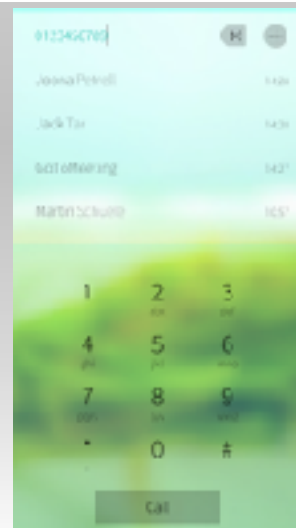
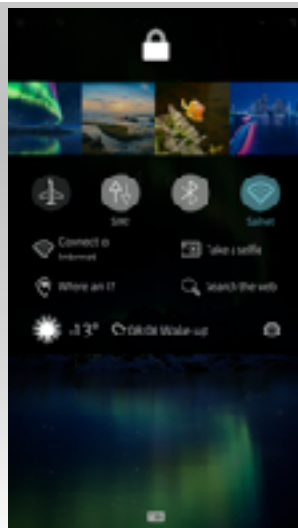
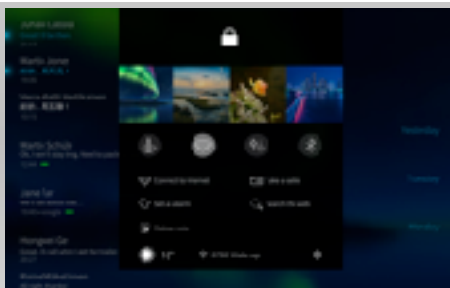
## Improved multitasking

Quickly switch between apps  
Redesigned Top Menu with settings and actions  
Sticky App Grid



## New visual style

Ambinence  
Light Theme  
Animations



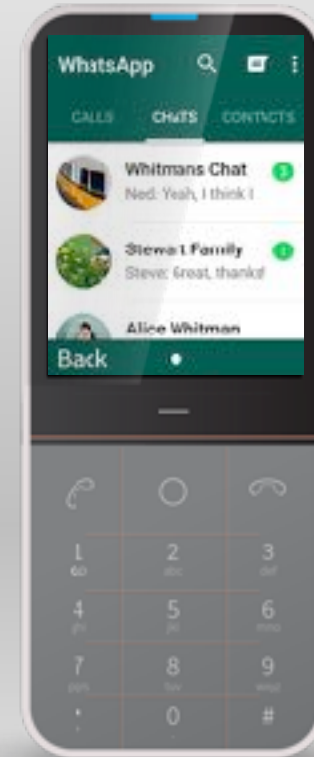
# SAILFISH MAKES FEATURE PHONES SMART

## Sailfish OS scales to features phones

Runs Sailfish OS native apps

Runs selected Android apps

Full non-touch User Experience



THANK YOU!

Meet us at our stand to find out more  
or join the community meet up later today



SAILFISH OS