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

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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
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

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

jolla

SAILFISH OS

Qt

Linux

Jolla

HW ports
Localisations
OSS contributions & apps

Standard HW
Open Devices Program
Unlocking Bootloader

Sony
Developer World
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?

Buy
Xperia X

Unlock
with Sony’s instructions

Purchase
Sailfish OS

Reflash
device

Any online or retail
developer.sony.com
shop.jolla.com
Computer

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 3 UPDATES UNDER THE HOOD

Qt
Software updates
- Qt upgrade
- Android support version upgrade
- 10% faster performance

API
New APIs
- Location
- Camera
- WebEngine
- VPN
- Crypto
- Servers

Cloud
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
- Wi-Fi support
- Bluetooth LE
- USB On-The-Go
SAILFISH 3 USER EXPERIENCE

New Device Categories
- Feature phone UI
- Built-in hardware keyboard support
- Low-end 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
- Ambiances
- Light theme
- Animations

### Screenshot Examples

- Left: Lock screen with various options and notifications.
- Middle: Home screen showing app icons and widgets.
- Right: Call screen with dialing options.
SAILFISH MAKES FEATURE PHONES SMART

Sailfish OS scales to feature 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