INSIGHT

2006: The Year to Deliver? Key Trends and Implications From the 3GSM World Congress

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IDC OPINION

Intrinsyc's Soleus Platform

Continuing the Windows theme and garnering significant press attention in Barcelona was Intrinsyc's launch of Soleus, a feature phone platform built on the Windows CE operating system that aims to provide OEMs with a feature-rich, cost-effective platform for mass market feature phones. Previously demonstrated at 3GSM in 2005 under the codename Polaris, Intrinsyc claims to have developed a platform that provides OEMs and operators new levels of UI customization, improved time to market, reduced development costs, and a differentiated user experience. Furthermore, due to its Windows CE foundation, applications can be easily ported between Soleus and Windows Mobile thus providing a favorable development environment for embedding applications at the build stage (not by the end user as with an open platform such as Windows Mobile). IDC believes that consumer demands for an intelligent and intuitive UI are increasing in parallel with the rise in data usage and the download, manipulation, consumption, and distribution of rich media. With the volume of feature phones not currently meeting this demand, Soleus has a clear opportunity for differentiation that can enable operators to penetrate new market segments and even lower portfolio costs. In particular, IDC believes Soleus could find substantial traction with Asian OEMs seeking a differentiated proposition in order to cater for the stringent demands of Western European operators.

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