Windows CE feature phone platform gains new partners

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Intrinsyc Software on Feb. 12 announced that three new software partners are supporting its Windows CE-based Soleus feature phone platform. The partnerships will provide options for a JVM (Java Virtual Machine), mobile data synchronization, and multi-service instant messaging for use in Soleus-based handsets.

Intrinsyc describes Soleus as a "full" suite of development tools that can be used to create cost-effective, feature-rich mobile handsets based on Windows CE. The Soleus suite basically comprises a Windows CE 5 adaptation kit, a board support package (BSP), and a software development kit (SDK). Additionally, the suite includes "UX Designer," a plug-in for Visual Studio 2005 that is used for creating and editing portable user interface schemes, according to the company.

The three new software partners will support Soleus with the following products and technologies:

- **Esmertec** -- Esmertec's Jbed software is an implementation of the Jbed Java Virtual Machine for mobile handsets and embedded devices. According to Esmertec, Jbed is easy to integrate, and will allow manufacturers to quickly add applications to the Soleus platform while "omitting the typical three month porting process."

- **Avanquest** -- Avanquest Software says its Mobile Sync software will enable Soleus-based devices to synchronize with PC data and applications, such as Outlook contacts and calendar, pictures, movies, and music. This "continues the convergence of PCs and mobile devices" by letting users access information anywhere, anytime.

IM+ instant messaging screenshots
(Click each image to enlarge)

- **SHAPE Services** -- SHAPE will support Soleus with its IM+ Mobile Instant Messenger software. According to the company, IM+ supports a variety of

public and corporate IM systems, including AIM, ICQ, MSN, Yahoo!, Google Talk, and Jabber. In addition to supporting Intrinsyc's Soleus platform, IM+ is available for a wide range of popular mobile platforms, including Windows Mobile Pocket PC and Smartphone.

Differentiation strategy

In addition to touting lower licensing costs than competing approaches, including Microsoft's Windows Mobile smartphone OS, Intrinsyc emphasizes differentiation -- of both feature sets and user experience -- as a key benefit of its Soleus platform.

Intrinsyc CTO Rand Kath stated, "While the handset market continues to grow, vendor differentiation remains critically important. Working with Esmertec, Avanquest Software, and SHAPE Services to integrate these applications into the Soleus development platform is vital as it enables OEMs [original equipment manufacturers] to offer the appropriate features to their customers. Intrinsyc is committed to helping handset vendors develop solutions faster and at a lower cost with best-of-breed Independent Software Vendors (ISVs)."

Intrinsyc's announcement came on the opening day of the 3GSM World Congress in Barcelona, Spain.