



Customer Profile

Global telecom leader syncs new type of home internet appliance and mobile phones with cloud-based data and rich media

One of the world's largest telecommunications companies is using Funambol for an innovative home internet appliance that simplifies communication and web access. The appliance consists of a touchscreen tablet personal computer, for multiple areas of a home, such as the kitchen or family room. It unifies communications, including voice, email and text messages. The touchscreen appliance supports web browsing of popular online content, such as news, sports and weather. It is always on for instant access to common and favorite information, such as a shared address book, calendar and photos, or recipes, movie times, sports scores and more.

The appliance is part of a fast growing trend of connecting new types of devices to the internet cloud, to make it easy to access and share data and media. Other examples of newly connected devices include vehicle information displays, digital photo frames, e-book readers and internet alarm clocks. Industry analysts project that the number of connected devices that people use will increase by a factor of ten over the coming years.

The telecom operator used Funambol software to build a unified, integrated address book into the appliance. Funambol also enables address book information on mobile phones to automatically sync with the internet cloud and the appliance for a seamless user experience. If a user enters new contact information on their mobile phone, it is automatically available in the appliance's address book, and vice-versa.

The telecom operator chose Funambol software for several reasons:

- 1) **Open source.** The company's developers wanted a highly flexible solution to sync a large variety of data between mobile handsets, the internet cloud and their appliance. They downloaded Funambol open source and rapidly built a prototype, convincing them that the software could perform all required tasks, today and into the future.
- 2) **Broad device compatibility.** Funambol is based on the OMA DS (SyncML) standard, which ensures that the software works well for syncing a variety of address book data across the broadest set of mobile devices.
- 3) **Extensibility.** The company wanted a single platform to sync additional types of data and rich media, such as calendars, email, files, photos and videos. They saw that Funambol's mobile cloud sync approach aligned with their own vision of connected devices, enabling them to support additional mobile data types and devices over time.
- 4) **Value.** The telco is creating a major new category of consumer electronics and expects to sell hundreds of thousands of units, making cost a significant factor in their decision.

In summary, this internet home appliance epitomizes a new generation of connected devices that make it easy for users to access and share web-based data and content. If you are developing a connected device and would like to benefit from the most open and extensible mobile cloud sync platform with superior device support and value, please contact Funambol at <http://www.funambol.com>, we look forward to working with you.