Navigating the Chessboard of the prpl Ecosystem

Sebastian Silva
Vantiva
Director SW Product Management
Prpl game Ecosystem

The pieces

Learn the Rules
- Material
- Movements
- Goal
- Checkmate

Understand Dynamics
- Pieces collaboration
- Tactic & Strategy
- Game study
prpl Foundation, Members

Chipset makers, CPE manufacturers, Software Vendors, Internet Service Providers, Research Institutions and Individual Members

https://prplfoundation.org/current-members/
The movements

Les pions sont l’âme des échecs

François-André Danican PHILIDOR - 1726-1795

**HARDWARE**
- CPE manufacturers
- Chipset makers

Goal: **HW selling**
Look for... enrich HW features

**FRAMEWORK**
- prpl

Goal: **Reference SW Platform**
Look for... Open SW & HW portability

**SOFTWARE**
- Applications

Goal: **Implement once for all**
Look for... Rich API environment

**OPERATOR**
- ISP

Goal: **Keep End User loyalty**
Look for... Control investment

**END USER**
- King

Goal: **Features & services**
Look for... Stability & Satisfaction

Les pions sont l’âme des échecs

François-André Danican PHILIDOR - 1726-1795
Analyzing games

Levels of Love

- TV
- ATV STB
- ATV STB Soundbar
- Gateway
- Gaming
- Smartphone
- PC

Value ($)
KEY FACTORS

- Massive App Catalogue (4.9M+)
- App Store & App dev support
- Innovative technologies (e.g., Multi-touch screen, high-quality screen, overall design, cameras, finger sensor)
- Ecosystem Integration (e.g., Google Suite, iCloud/iTunes)
- Strategic partnerships with Operators

Source: www.statistica.com
KEY FACTORS

- App catalog (10k)
- Play Store & App dev support
- Innovative technology (e.g., sound system)
- Ecosystem Integration (e.g., Netflix, Amazon prime, Google Search, Voice assistant)
- Strategic partnerships with Operators

Source: omdia.tech.informa.com/
Playing with prpl Ecosystem

Enhance hardware

- Computing & memory boost
- Full Connectivity
- Camera
- Microphone
- Speaker
- Thermometer
- Humidity Sensor
- Finger sensor

Promote use cases

- **Home**: IoT hub, motion detection, fire, flood, power cut alert, air quality, abnormal sounds recognition (by AI), energy consumption
- **Healthcare**: Medical surveillance, Medication reminders, patient vital signs, blood pressure monitors
- **User friendly**: Voice assistant, hands free phone for kids, “find my phone”, family reminders/to do list
- **Enablers**: Network usage, media identification (tv, radio), identification and authentication (face, voice, fingerprint recognition)
The winning prpl dynamic

Platform incubator

Apps expansion

End-user adoption
Vantiva and prpl engagement

Vantiva is Engaging

• Software development to enhance prpl functionalities
• Innovative CPE to test new use cases
• Software integration & testing

Vantiva BECOMES premium LEVEL Sponsor

Open-Source Advocacy