

Introduction to TIZEN Ecosystem

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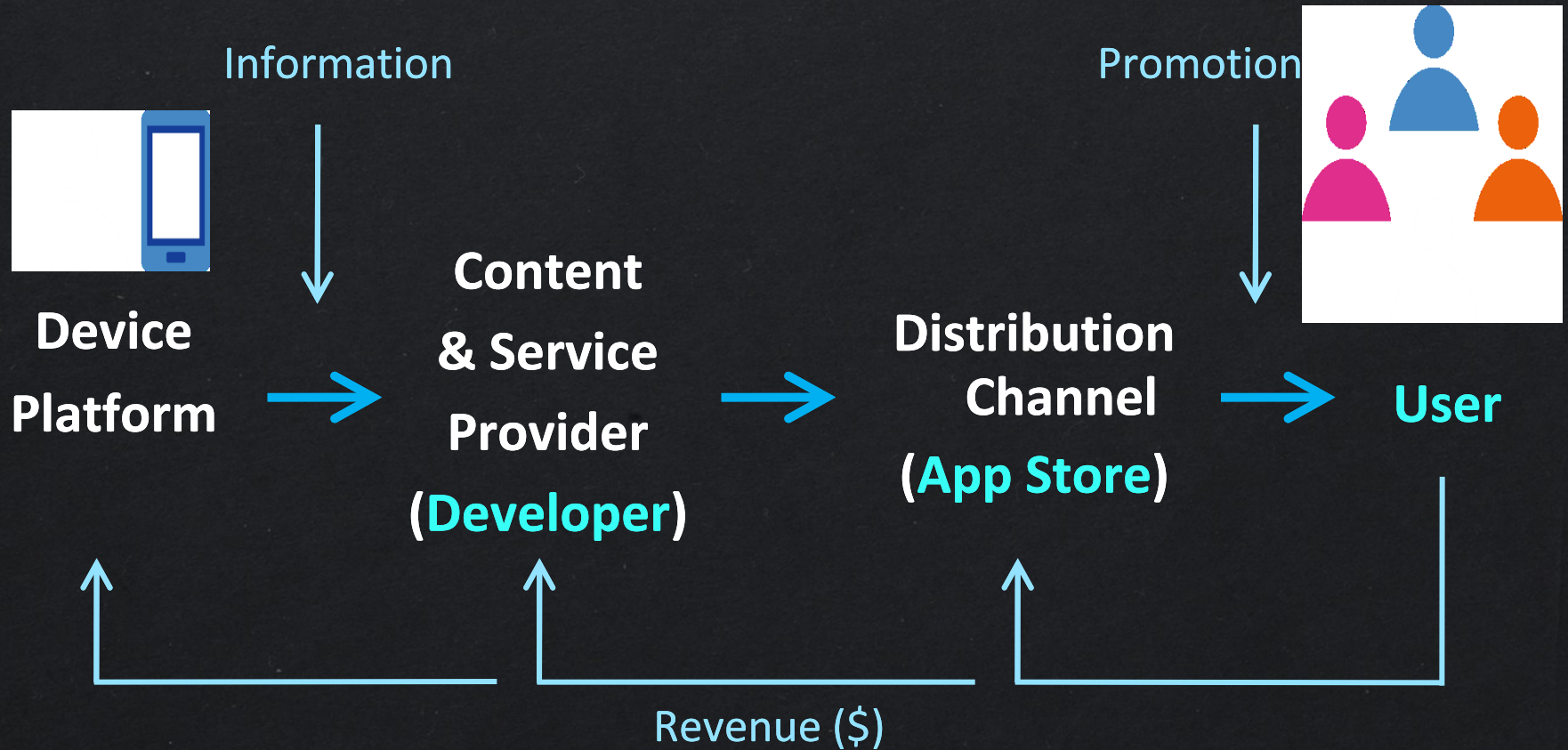
Samsung Electronics



The background is a dark charcoal grey. On the left, a stylized city skyline is visible, featuring the Oriental Pearl Tower and other skyscrapers in shades of grey and white. Below the skyline are three wavy horizontal bands of blue, representing water. Scattered across the dark background are numerous small, semi-transparent circles and teardrop shapes in various shades of blue, teal, and green, some appearing to float or trail off. In the lower-left foreground, there are two overlapping circles: a larger dark grey one and a smaller, solid light blue one.

TIZEN Ecosystem

What is “Ecosystem” ?



What is “TIZEN” ?

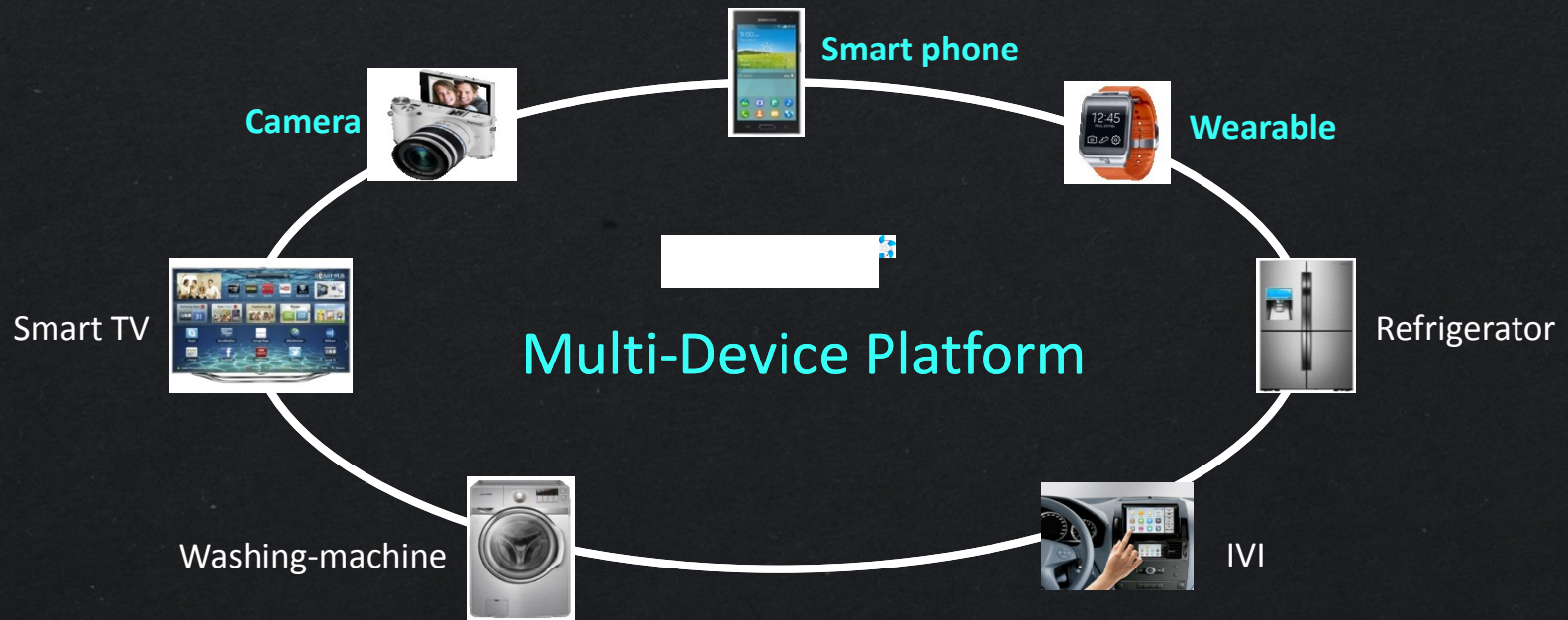
1. TIZEN is a [Linux Foundation project](#) based on Linux and various [open source](#) components
2. Targets [multiple device categories](#) including smart phones, in-vehicle infotainment devices, smart TVs, computers, cameras, printers, and more
3. Comprehensive [standards-based HTML5](#) implementation
4. TIZEN has [strong industry support](#)



TIZEN Platform Support

Platform for **multi-device** segments, the **OS of everything**

- Enhanced convergence scenarios among various TIZEN products (Smartphone, wearable, smart TV, home appliances, etc.)



TIZEN Has Strong Industry Support

TIZEN Association

- 10 BoD member companies, 86 Partner program companies
- Industry consortium, drives industry awareness and adoption of TIZEN platform
- Partner program with Enabling Technology to accelerate development (e.g. Unity, Cocos2d-x, Marmalade, Havok game SDK)



Tizen Association Board of Directors



Tizen Association Partners

TIZEN SDK | Integrated SDK based on multi-device profiles

- Integrated SDK that supports a wide range device profiles
- Responsive UI for “Easy to make auto-layout”



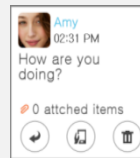
* IDE: Integrated Development Environment

- TIZEN Game SDK will be released
 - Unity3D / Cocos2d-x

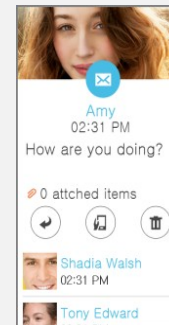
Multiple-device support

All in One Viewer

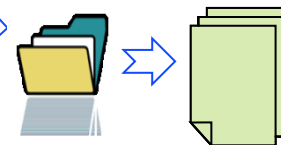
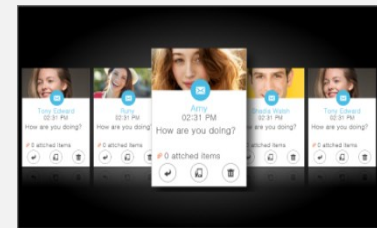
Wearable



Mobile

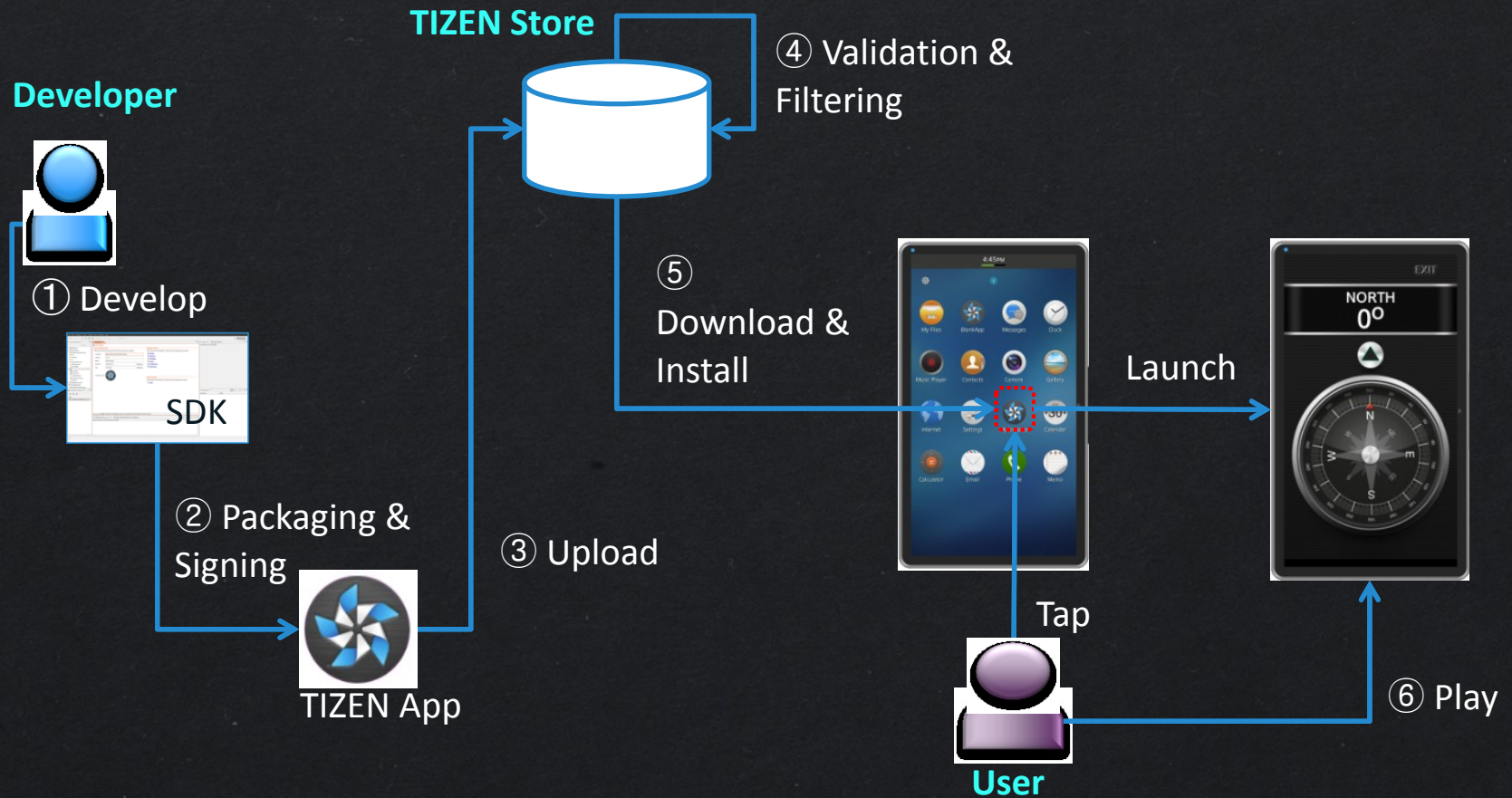


Big Screen(TV, Tablet)



Multi device base layout codes

TIZEN Application Ecosystem Flow



The image is a graphic design for the TIZEN Store. It features a dark grey background. On the left, a stylized city skyline is visible, with the Oriental Pearl Tower being the most prominent. The skyline is rendered in shades of grey and blue. Below the skyline, there are wavy blue lines representing water. In the center, the text "TIZEN Store" is written in a white, sans-serif font. To the right of the text, there is a large, light blue circle. The background is decorated with numerous small, colorful circles and dots in shades of blue, green, and yellow, scattered across the right side. The overall design is modern and clean.

TIZEN Store

TIZEN Store ?

Default application store of all Tizen based products

Super easy-to-use marketplace for both customers and app developers

Full support for global distribution and sale

Maximized monetizing opportunities with opened and flexible store policy



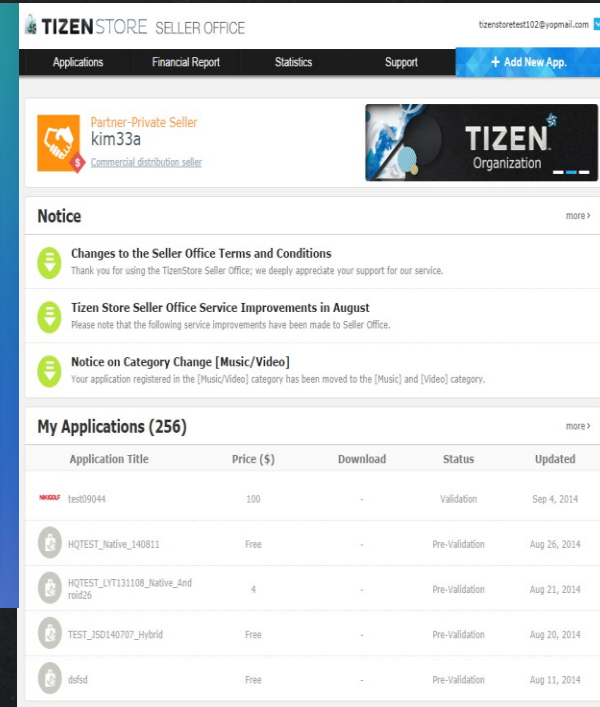
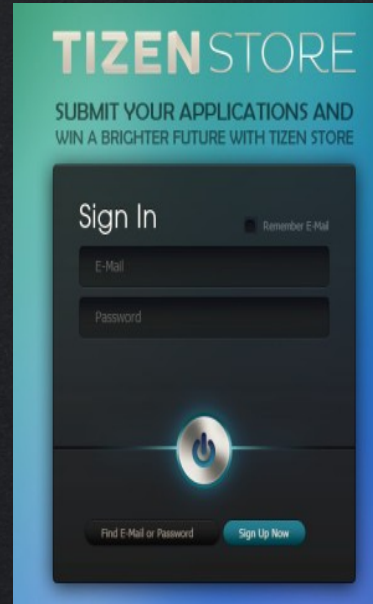
Start Seller Office

<http://seller.tizenstore.com>

No registration fee

No validation fee

Supports Chinese (‘15)



Application Submission & publishing

Easy to Sell Application (Just 3 steps)

1) Quick and Easy App Submission

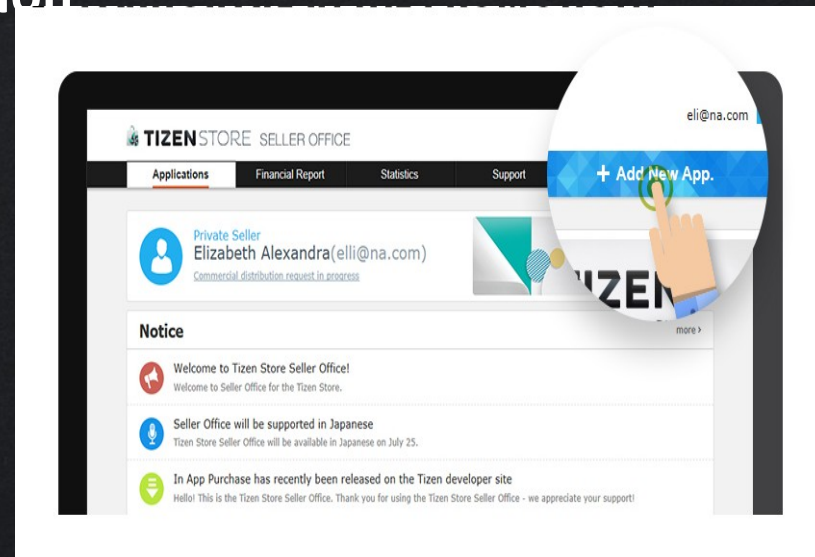
- Auto Detection of available devices with your Binary

2) One click selection for Global distribution

- Convenient Setting Countries and Price

3) Easy to Upload Application

- Instant App Publishing after validation



Monetizing Opportunity


Support basic tools of In-App Purchase and Advertising

- Tizen In-App Purchase : Consumable, Non-Consumable, Subscription
- Samsung Ad Hubs

Allow to utilize 3rd party solutions if you want

- 3rd party In-App Purchase
- 3rd party In-App Ads
- 3rd party content store (Music, Video, Book)

The screenshot shows a payment interface for an application named 'Sprinkle mobilebus' priced at \$2.99. It offers three payment methods: 'Phone bill' (selected with a radio button), 'Credit card' (unselected), and 'Vouchers' (unselected). Under the 'Vouchers' section, a voucher named 'Discount \$10' with an expiry date of '08 Nov 2014' is shown. At the bottom, the 'Total price' is confirmed as '\$2.99' and a blue 'Buy' button is visible.

Payment	
 Sprinkle mobilebus	\$2.99
Select payment method	
Phone bill	<input checked="" type="radio"/>
Credit card	<input type="radio"/>
Vouchers	
Voucher name	
Discount \$10	<input type="radio"/>
Expiry date 08 Nov 2014	
Register vouchers	
Total price	\$2.99
Buy	

Payment Method

Credit Card worldwide

Direct Carrier Billing

Local Billing China, UnionPay, Alipay, Prepaid Card, e

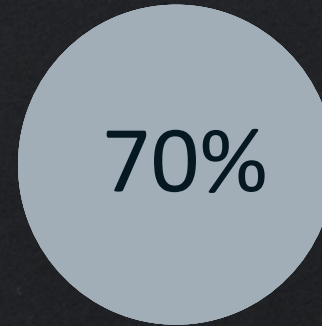


Revenue Share for Sellers

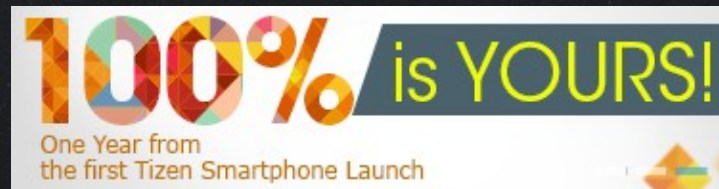
One Year at launch



Standard



(Some billing fee will be deducted)



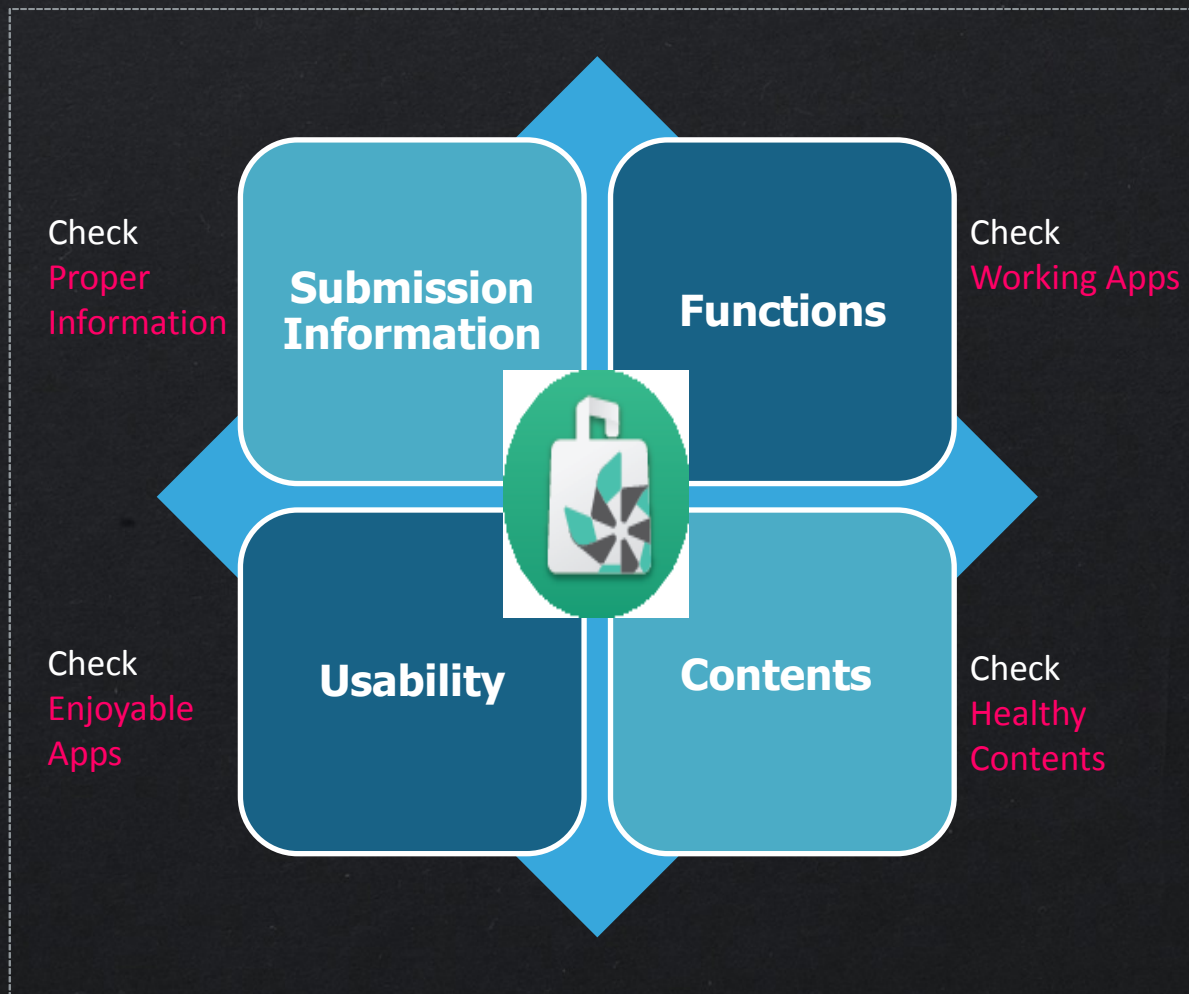
The slide features a dark grey background. On the left, a stylized city skyline with various skyscrapers is visible, partially obscured by a dark, curved shape that resembles a page corner. Below the skyline are blue wavy lines representing water. Scattered across the dark background are numerous small, colorful circles and dots in shades of blue, green, and teal. In the bottom left corner, there are two overlapping circles: a large dark grey one and a smaller light blue one. The text "TIZEN Store App Validation" is centered in a white, sans-serif font.

TIZEN Store App Validation

Introduction to Tizen Validation

Validation Criteria

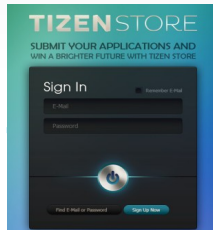
- Validation team
Checks **Four Criteria**
for Qualified Apps
in Tizen Store



App Validation Process Overview

“WITHIN 3 DAYS”

App Submission



Validation Phase1

Initial Inspection &
Dynamic Analysis

By System Automatically

- **Security Analysis System**
 - Malware, API privilege, web attack patterns, etc
- **Test Automation System**
 - Checking Metadata, basic functions (install, execute, etc)

System
Checking



Validation Phase2

Content Review &
Final Confirmation

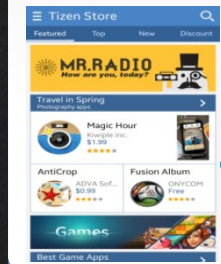
By Reviewers Manually

- **Content Review**
 - Age rating, copyright, cultural/social issues, etc.
- **Function test**
 - Usability of Application concept, special features, etc

Manual
Checking



For Sale



App Validation Guideline

3 Types of Validation Guidelines

Making your applications to be **validated faster and easier**

Validation Guide

- Enable developer to **Understand Validation** Process and Policy

Self-Checklist

- Enable developer to **Check Essential Point** by themselves

Top 5 Defects & Tips

- Enable developer to **Avoid Easy Mistake** to be failed in the Validation

<https://developer.tizen.org/documentation/articles/validation-guidelines>

Frequently Reported Defects



Privilege Defects

are Detected by Security Analysis System

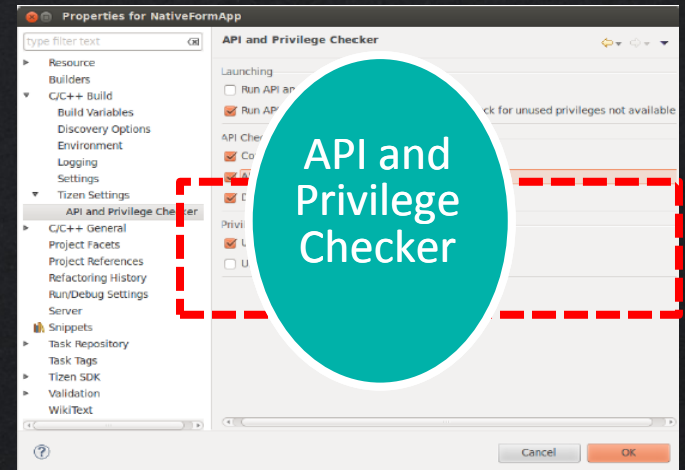
1. Unused Privilege Problems

→ Check privilege with Privilege Checker (IDE)



2. Undefined Privilege Problems

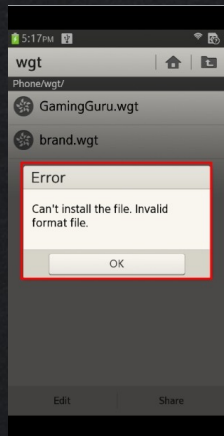
→ Use Proper Privileges in the configuration file



Frequently Reported Defects

Function Defects are Detected by Test Automation System

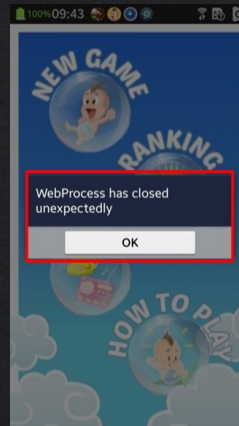
1. Installation Error



31%

&

2. Execution Error



29%

=

60%

of all functional defects

Tips

Use Remote Test Lab!

: Developer can Install and Test Application with Real Device
with RTL(Remote Test Lab) before submitting application

Frequently Reported Defects



Contents Defects

are manually checked by Reviewers for final confirm

- **Inappropriate Description**

→ Write a description in accordance with Tizen, NOT other platforms

- **Not for All Ages**

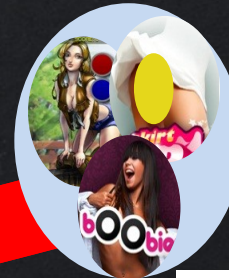
→ Make a Metadata (App name, description, icon and screenshots, etc) for all age

- **Copyright Infringement**

→ Make sure your application does not infringe someone else's copyrights

Sexuality

Violence




LOGO

MOVIE

MUSIC

IMAGE

-BOOK

The background is a dark grey/black surface. On the left, a white and grey city skyline is visible, partially covered by a dark grey, folded-corner effect. Below the skyline are blue wavy lines representing water. Scattered across the dark background are numerous small, colorful circles and dots in shades of blue, green, and cyan. In the bottom left, there are two overlapping circles: a large dark grey one and a smaller light blue one.

TIZEN Developer Program

TIZEN Developer Program

- Secure Global Local popular apps by **App Recruitment Program**
- Build-up and vitalize TIZEN Developer Ecosystem by **Developer Outreach Program**

App Recruitment Program



Developer Outreach Program

Tizen Developer Community
(developer.tizen.org)

Build on Tizen Developer Program and engage app developers

DevLab, Hackathon

Drive local content and developer mind-share

Tizen Developer Conference / Summit

Scale with world-wide marketing and events to enlist developers

Tizen Remote Test Lab (Powered by Samsung Developers)

What is Remote Test Lab?

Remote Test Lab Service

enables developers to test apps on device remotely

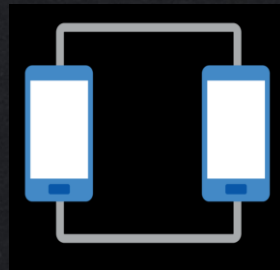
URL: <http://developer.samsung.com/remotetestlab>



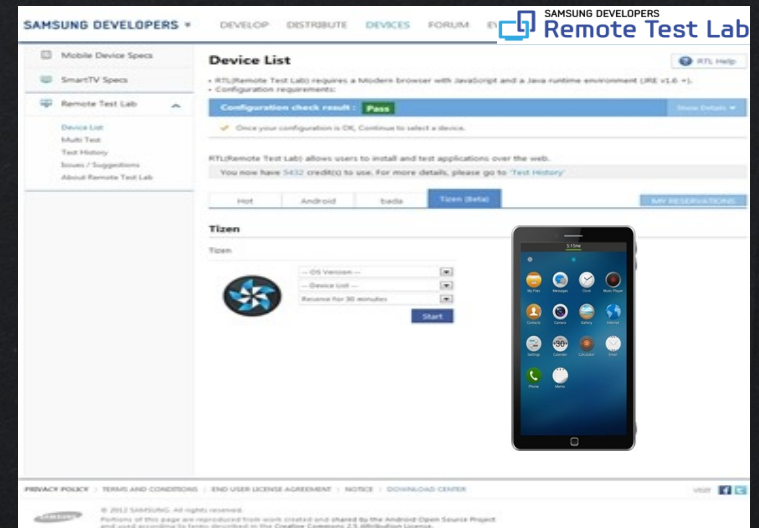
Free
24H 365 Days



Real Device
(NOT emulator)



Multiple
Devices



Technical Support

- Provides **Tools and Technical Information** for Tizen app developers
- Provides **developer community** to share information and support technical Q&A

Development Tool

- Tizen SDK
- Tizen OS Image



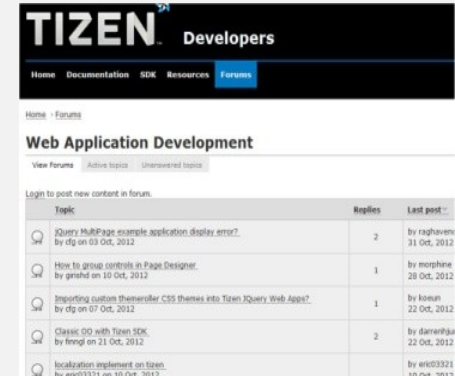
Spec and Info

- API reference
- Technical document
- Sample codes
- FAQ



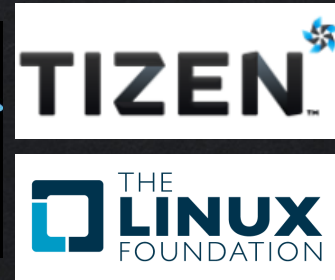
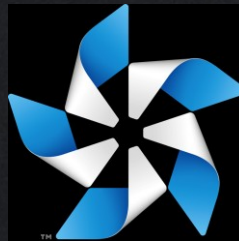
Dev Community

- Discussion Forums
- Developer Blog



<http://developer.tizen.org>

Ready for Business, Get Involved!





TIZENTM

DEVELOPER SUMMIT 2014



SHANGHAI



TIZEN开发者峰会（上海）