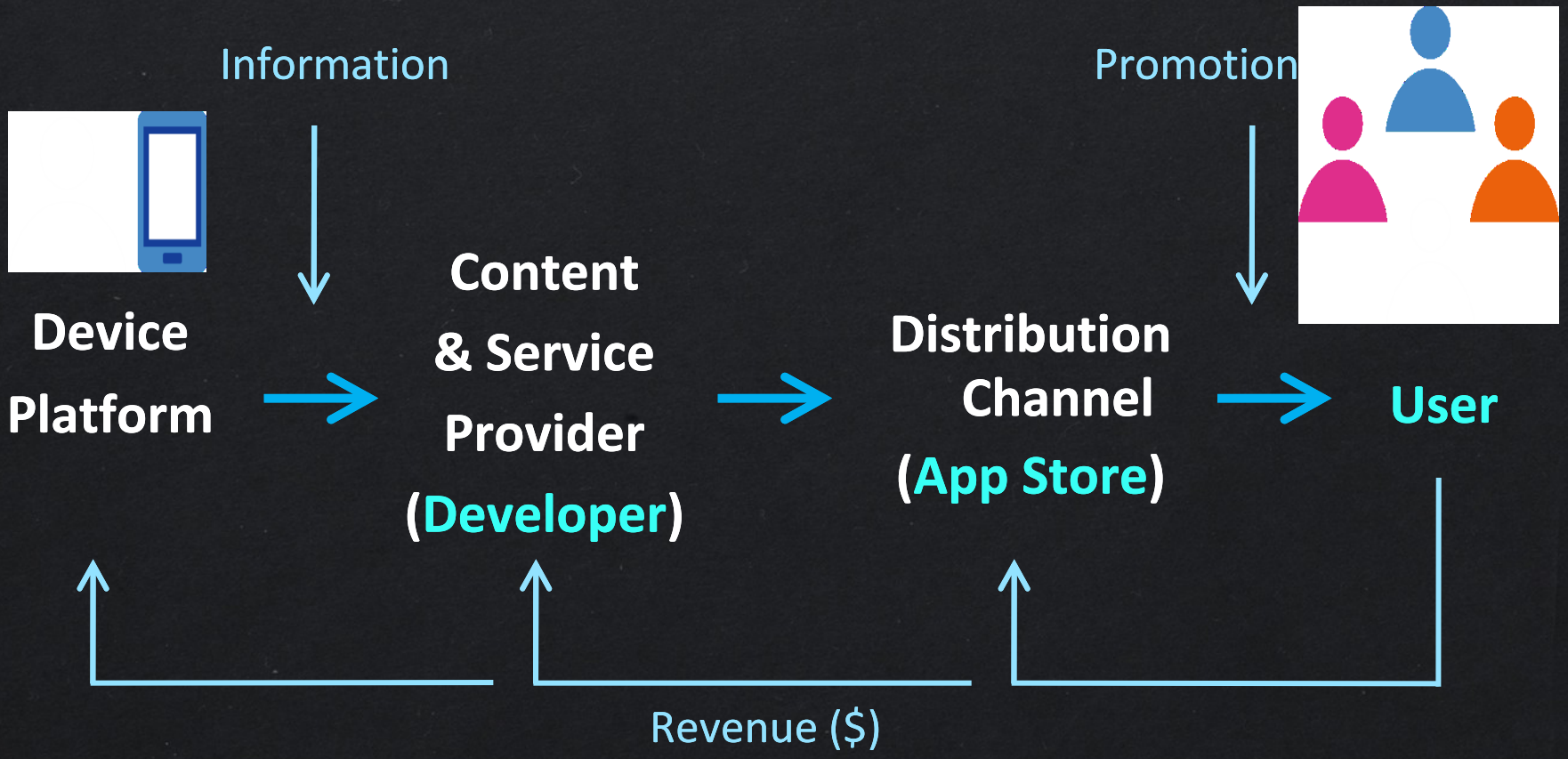
Introduction to TIZEN Ecosystem

Sungjin Lee

Samsung Electronics

TIZEN Ecosystem

What is “Ecosystem” ?



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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

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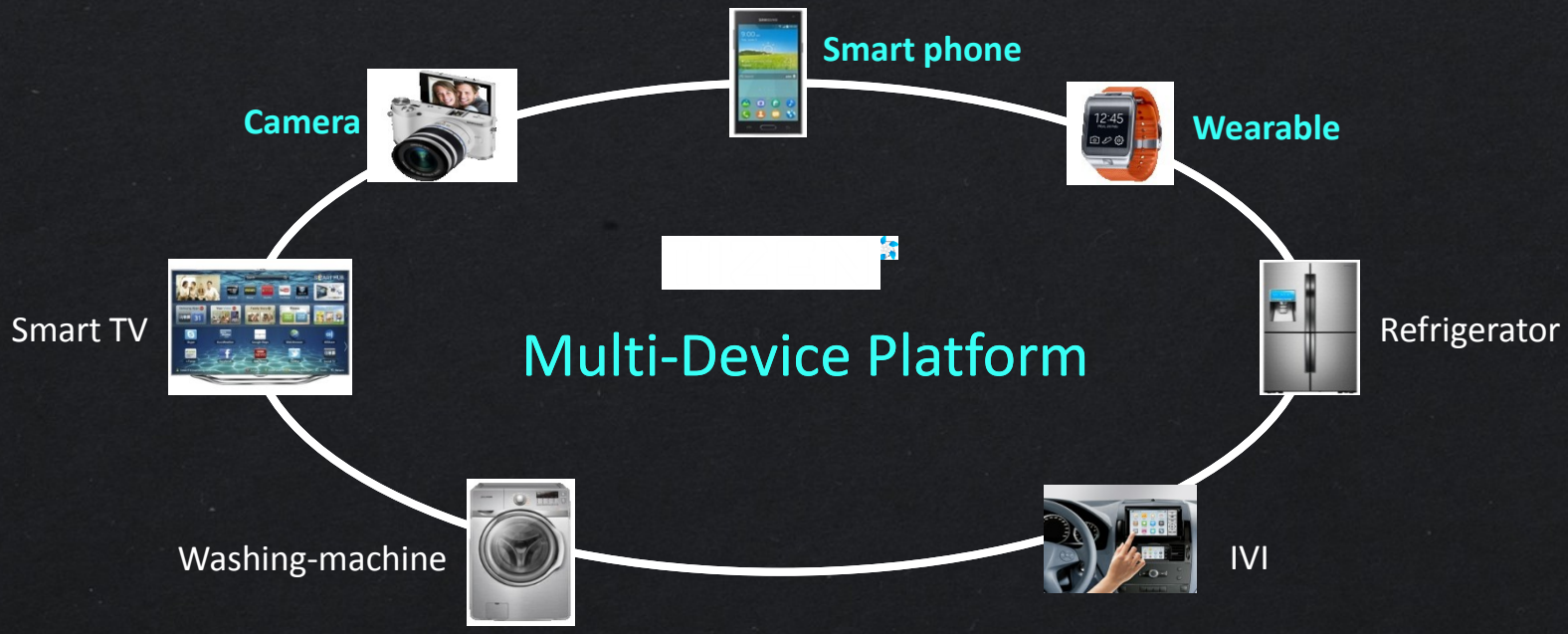
TIZEN Platform Support

Platform for multi-device segments, the OS of everything

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



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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

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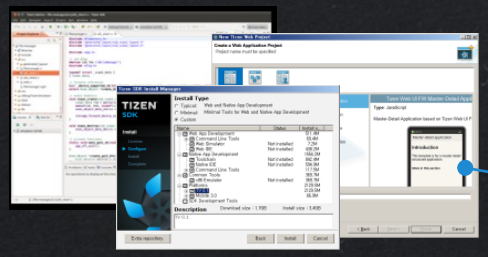
TIZEN SDK | Integrated SDK based on multi-device profiles

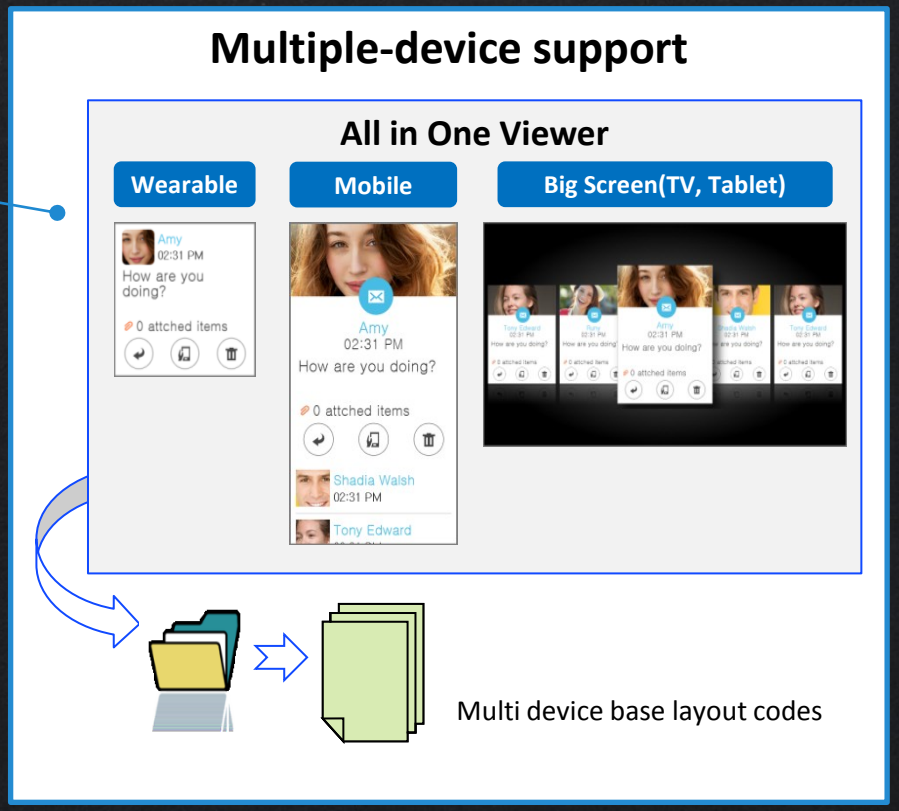
- Integrated SDK that supports a wide range device profiles
- Responsive UI for "Easy to make auto-layout"



* IDE: Integrated Development Environment

- **TIZEN Game SDK will be released**

  - Unity3D / Cocos2d-x



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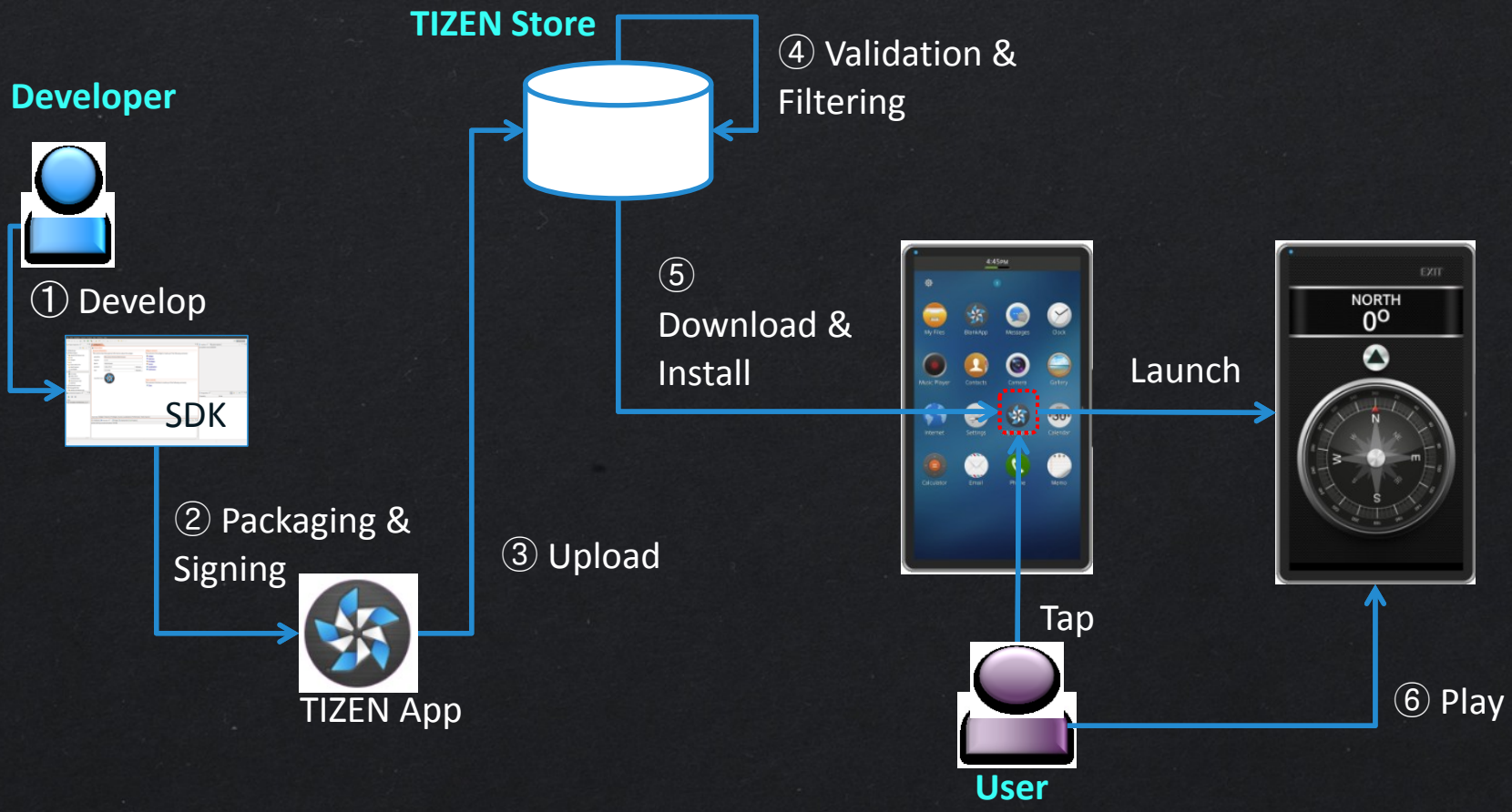
TIZEN Application Ecosystem Flow



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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 sa

Maximized monetizing opportunities with opened and flexible store policy

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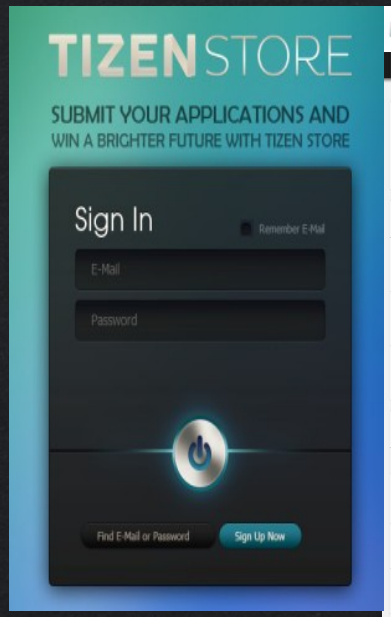
Start Seller Office

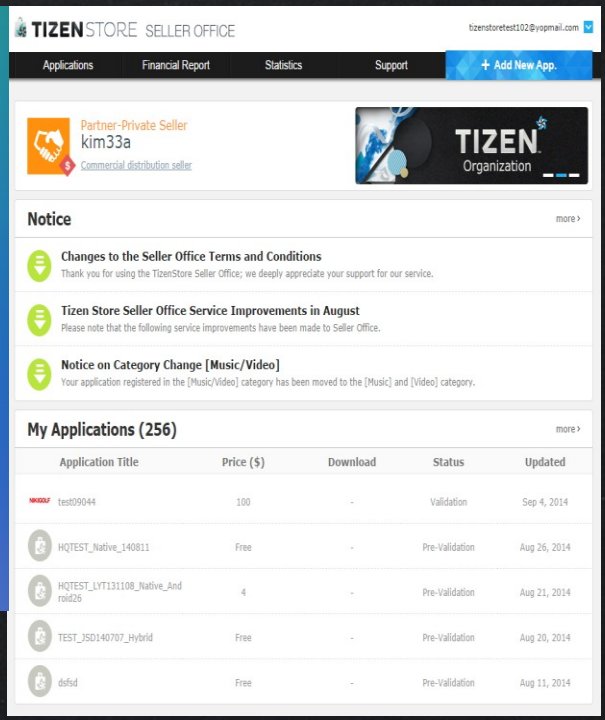
http://seller.tizenstore.com

No registration fee

No validation fee

Supports Chinese (‘15)





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Application Submission & publishing

Easy to Sell Application (Just 3 steps)

1) Quick and Easy App Submission

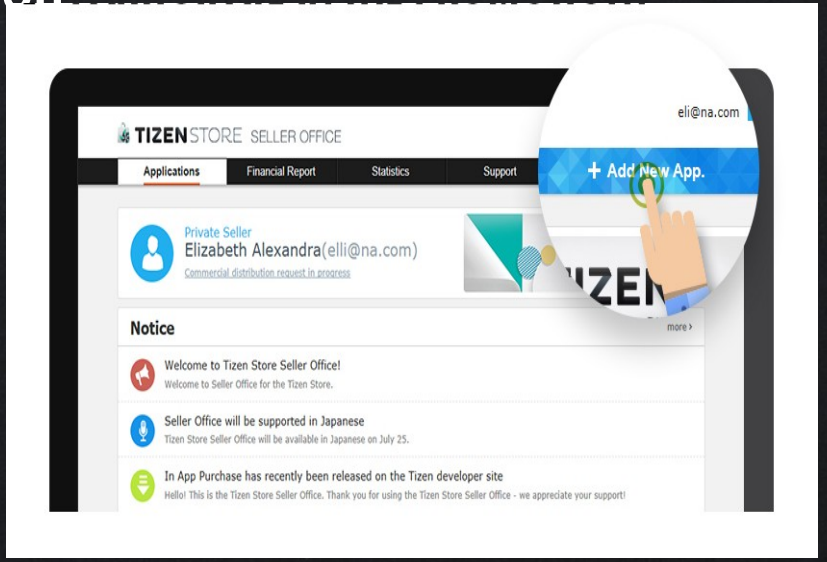
- Auto Detection of available devices with your Binary

2) One click selection for Global distribution

- Convenient Setting Countries and Price

3) Easy to Upload Application

- Instant App Publishing after validation



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Monetizing Opportunity

Support basic tools of In-App Purchase and Advertising

- Tizen In-App Purchase : Consumable, Non-Consumable, Subscription

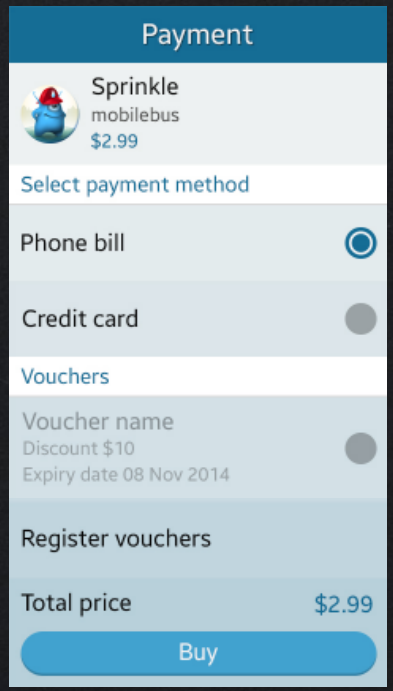
- Samsung Ad Hubs

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)



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Payment Method

Credit Card worldwide

Direct **Carrier Billing**

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

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Revenue Share for Sellers

One Year at launch

100%

Standard

70%

(Some billing fee will be deducted)

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TIZEN Store
App Validation

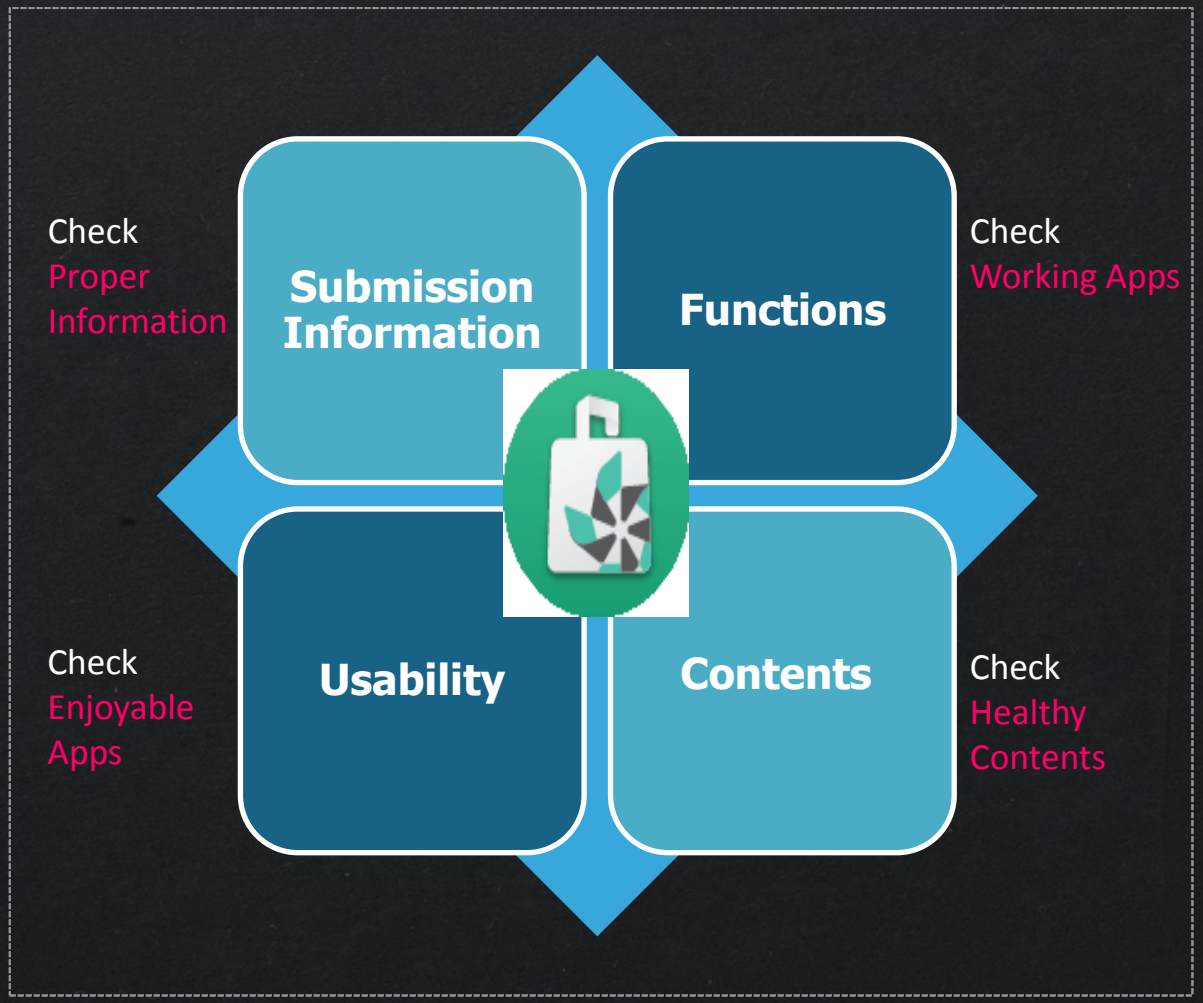
Introduction to Tizen Validation

- Validation Criteria
  - Validation team

    Checks Four Criteria

    for Qualified Apps

    in Tizen Store



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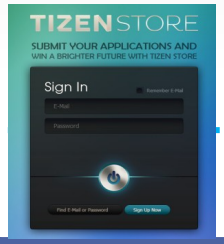
App Validation Process Overview

"WITHIN 3 DAYS"

App Submission



Validation Phase1

Initial Inspection & Dynamic Analysis

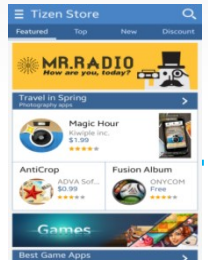
By System Automatically

Validation Phase2

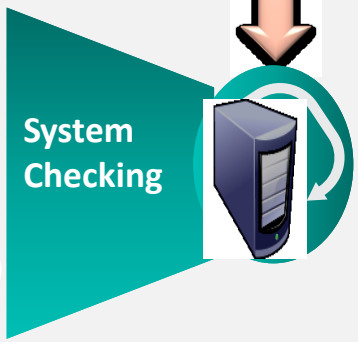
Content Review & Final Confirmation

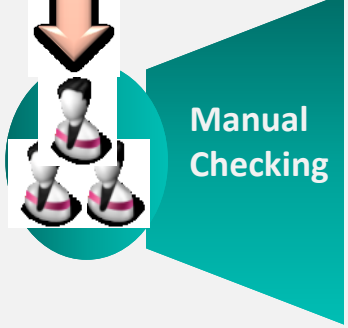
By Reviewers Manually

For Sale



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





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

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App Validation Guideline

3 Types of Validation Guidelines

Making your applications to be validated faster and easier

Validation Guide	Self-Checklist	Top 5 Defects & Tips
▪ Enable developer to Understand Validation Process and Policy	▪ Enable developer to Check Essential Point by themselves	▪ Enable developer to Avoid Easy Mistake to be failed in the Validation

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

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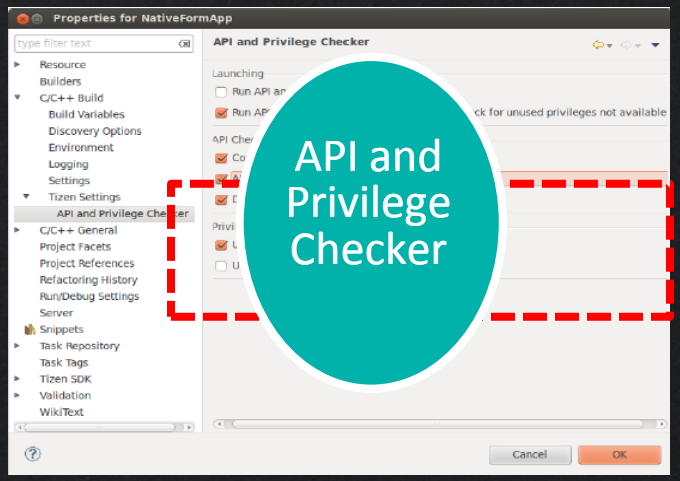
Frequently Reported Defects

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



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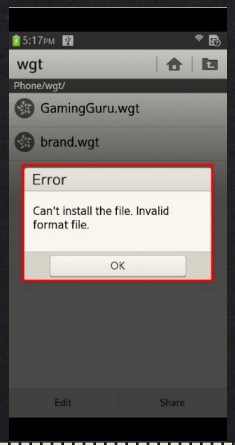
Frequently Reported Defects

Function Defects

are Detected by Test Automation System

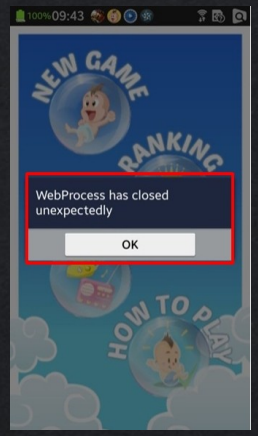
1. Installation Error



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

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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

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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

Global Challenge	Local Challenge
Port-a-thon	Global Top App
Local Popular App	Tizen Special App

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

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Tizen Remote Test Lab (Powered by Samsung Developers)

What is Remote Test Lab?

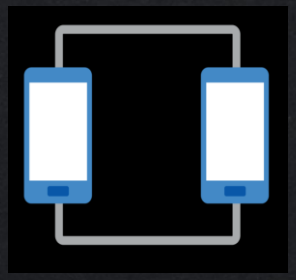
- Remote Test Lab Service

  enables developers to test apps on device remotely

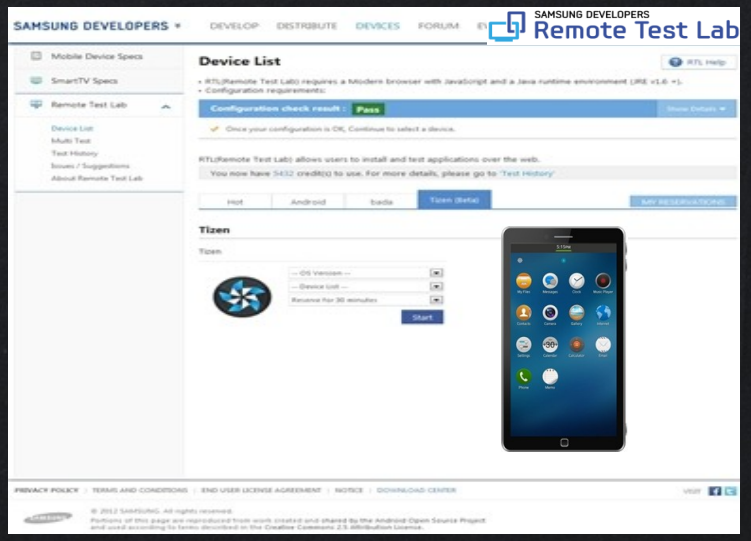
  URL: http://developer.samsung.com/remotetestlab

Free
24H 365 Days

Real Device
(NOT emulator)



Multiple Devices



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Technical Support

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

Development Tool

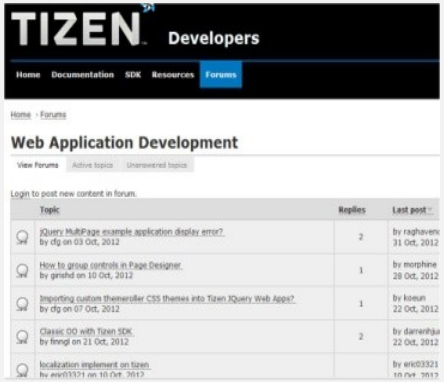
- Tizen SDK
- Tizen OS Image

Spec and Info

- API reference
- Technical document
- Sample codes
- FAQ

Dev Community

- Discussion Forums
- Developer Blog



http://developer.tizen.org

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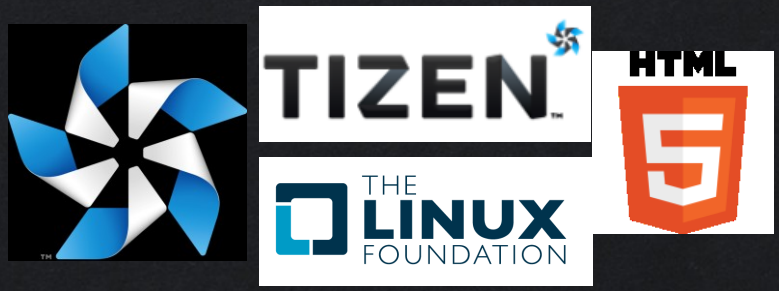
Ready for Business,
Get Involved!



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