

OPENGL ES & MOBILE TRENDS

- the "Next-Generation Processing Units"

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PARALLEL UNIVERSES

Jon Peddie Research



Focus and emphasis on Digital Technology, Multi Media, and Graphics



Consulting and market research - Advisor to industry leaders and financiers



Bi-weekly report, various Digital Technology Market Studies

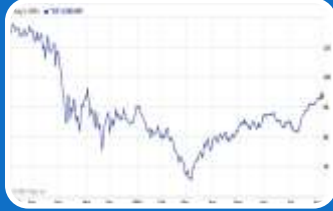


Product testing and benchmarking



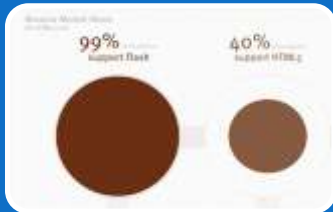
• *The Business of Multimedia and Graphics*

Agenda – Parallel Universes



The Mobile market overall

- (Handhelds to Tablets)



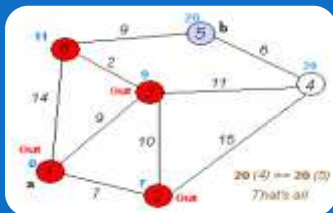
HTML5

- (You may be surprised)



Comments on future developments

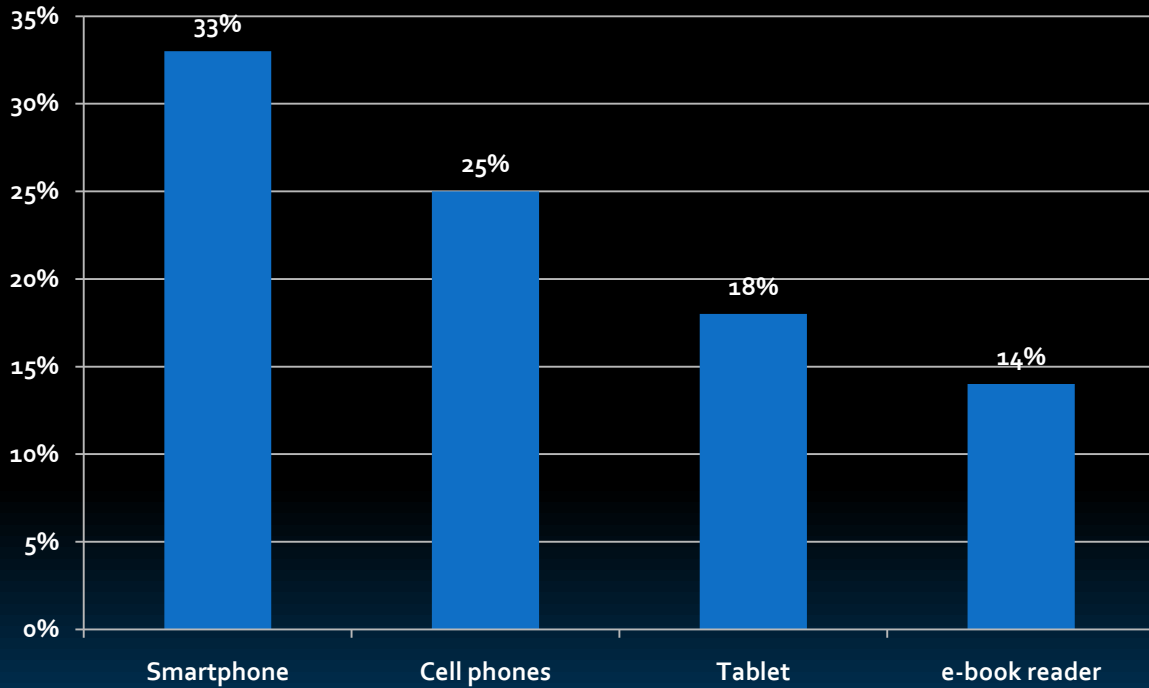
- (S3D, AR, and more)



Applications for GPU Compute

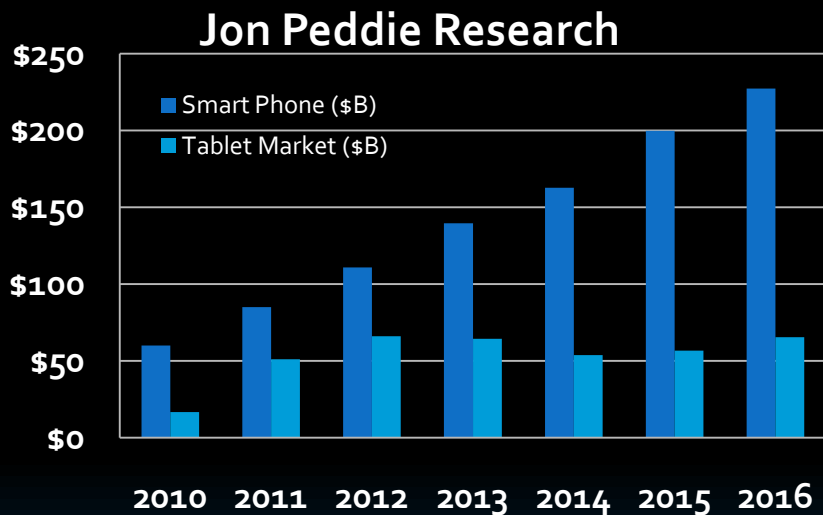
The Mobile Market

Plan to buy next 12 months



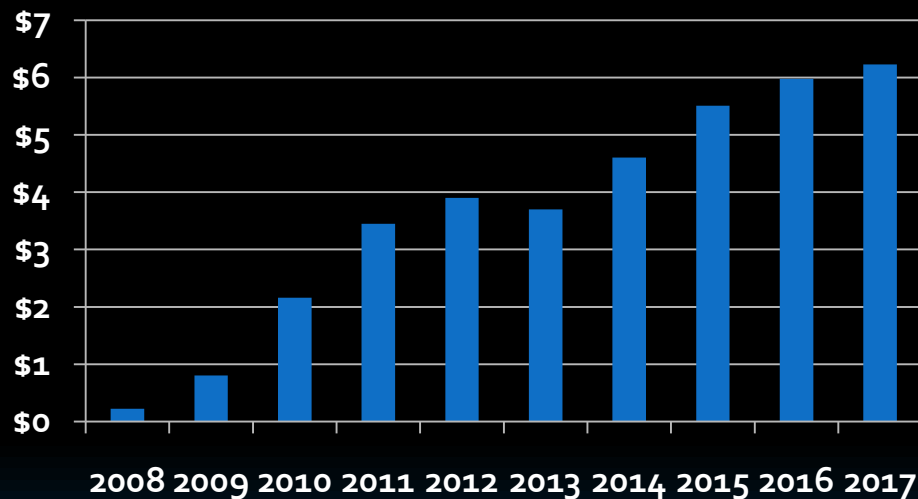
Huge Markets & Potential

Tablets vs. Smartphone Market Value



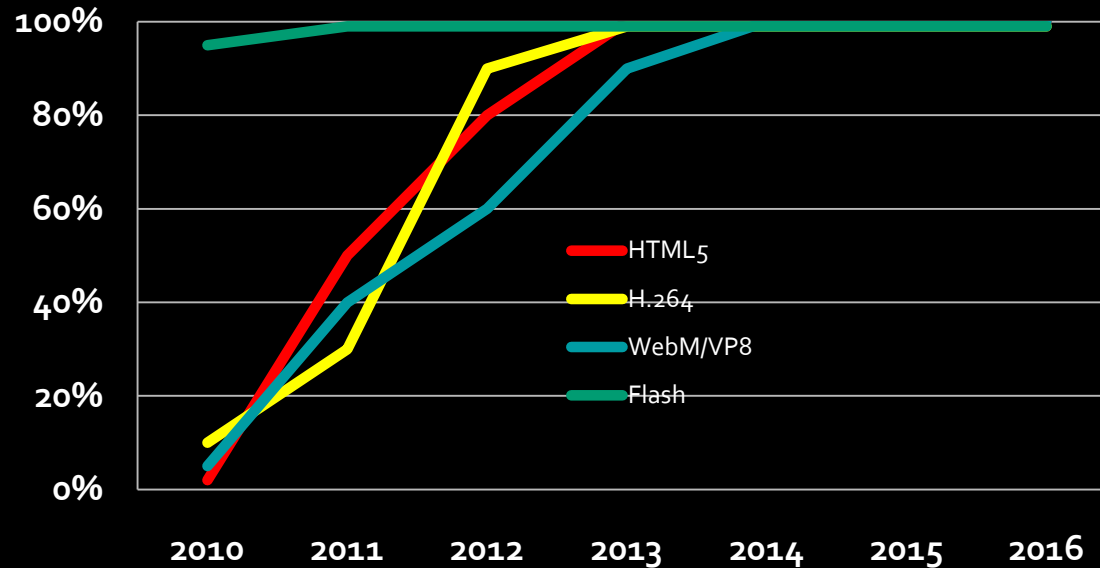
E-Book Reader market (\$B)

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HTML 5

Video support in mobile browsers



Web video playback (H.264) is now dominant with a 54% market share. This is a large increase from the 10% market share it had in January 2010. HTML5 is rapidly replacing Flash for video playback on web sites.

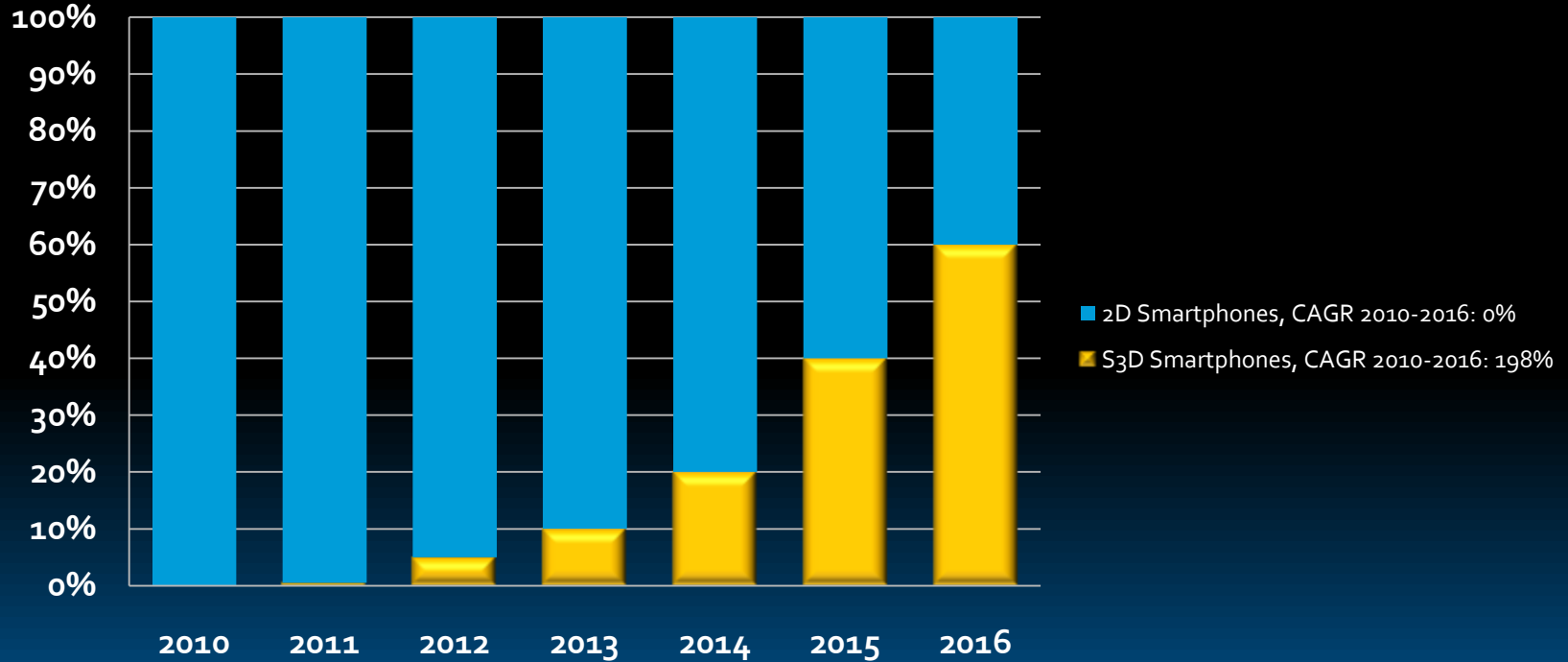
Currently VP8 is not as well supported in hardware as H.264 on mobile phones - so power will be higher and quality lower until hardware is added

Patents owned by 12 different patent holders have already been found to be essential to VP8, MPEG LA said

WebM CCL is enabling member organizations to license patents they may have that are essential to WebM technologies to other members of the CCL – they are firmly committed to establishing an open codec for HTML5 video

Future Developments

S3D percentage in Smartphones
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Future Developments

What are we, what can we, do with these devices?



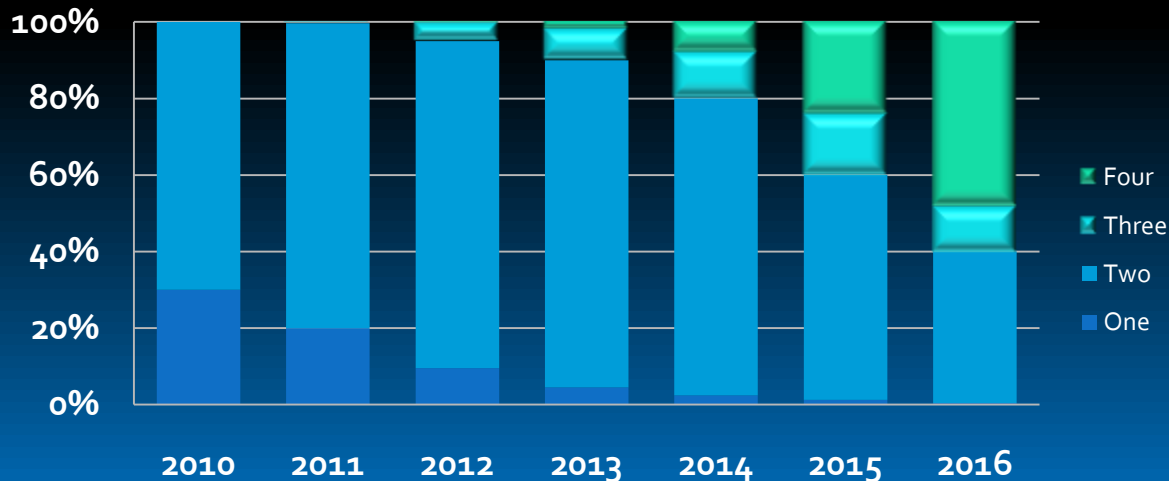
3D UI

3D playback and 2D-to-3D conversion on Android with CyberLink's PowerDVD for Android running on Nvidia Tegra platform.

Swindon-based Dialog Semiconductor created a chip that can perform real-time 2D to 3D conversion for mobile devices, including phones and tablets.

Smartphones will have three or four camera sensors

Smartphone cameras Jon Peddie Research



Future Developments

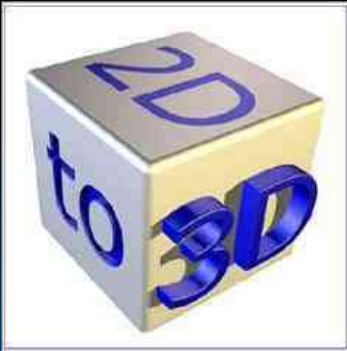
Seeing stuff that really isn't there



By 2012 all smartphones and tablets will support augmented reality

GPU Compute

LG Optimus 3D to get 2D to 3D conversion for apps with Gingerbread



Interesting sites

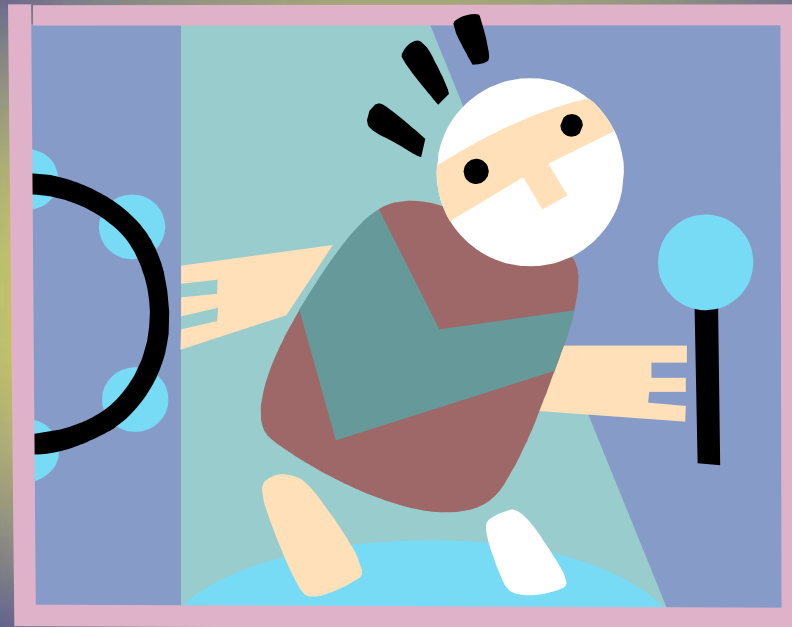
- <http://www.seeingwithsound.com/binocular.htm>
- More itmes

- <http://arstechnica.com/microsoft/news/2010/04/html5-video-in-internet-explorer-9-h264-and-h264-alone.ars>

Just in case



Thank you



Chasing pixels – *finding gems*

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