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### Synopsis

Due to low market shares of Windows Mobile in the last two years, relevant software makers turn to target other platforms. The article reports that the leading mobile software maker SPB Software is working on products for Android and Symbian that will be launched in the beginning of 2010. SPB Software CEO Sebastian-Justus Schmidt says that SPB TV software already supports several platforms, and a completed solution will be offered during the GSMA Mobile World Congress in February 2010. The CEO notes tough platform competition where Symbian still leads, followed by Android and WM. SPB Software has been working with Samsung Electronics, Toshiba, Sony Ericsson, and HP. Most of the Taiwanese IT companies are also its clients. SPB Software's products come pre-loaded on more than 50 smartphones around the world, and its end-user base is well over 5 millions. The article also quotes Mr. Schmidt's statement about SPB Software reaching a final agreement with Mediatek of Taiwan, as well as several Chinese companies in the past 2 months.

#### 智慧型手機平台勢力消長

#### 應用軟體商轉戰非微軟平台

沈勤豐／台北

微軟 (Microsoft) Windows Mobile 近 2 年市佔低迷，原本專注於 Windows Mobile 平台的應用軟體開發商，紛紛轉戰其他平台。目前在智慧型手機應用軟體居領先地位的 SPB Software，已投入 Symbian 及 Android 系統開發，預計 2010 年初正式亮相。

SPB 執行長 Sebastian-Justus Schmidt 表示，SPB 有 9 成以上營收來自 Windows Mobile 平台的應用軟體，但此一平台近來處於相對低潮，公司看好 Symbian 與 Android 的市場潛力，因此決定投入相關平台的應用軟體開發，除 SPB TV 軟體已率先支援外，預計 2010 年 2 月在 GSMA 行動世界大會 (Mobile World Congress) 發表完整解決方案。

他進一步指出，智慧型手機作業系統的競爭愈來愈激烈，但開放系統僅 3-4 個平台較有競爭力，其中 Symbian 的市佔仍居領先，Android 則有免費授權的優勢，至於微軟 Windows Mobile 平台仍會有一席之地。

目前 SPB 已與三星電子 (Samsung Electronics)、索尼愛立信 (Sony Ericsson)、惠普 (HP) 及東芝 (Toshiba) 等手機廠商合作，此外，與台灣智慧型手機廠商也幾乎都有合作關係，包括宏碁、華碩、英業達、神達、集嘉、廣達及宏達電在內，全球上市機種已達 50 款以上，終端客戶逾 500 萬戶。Schmidt 表示，SPB 已與聯發科達成協議，未來將在智慧型手機平台展開合作，但相關細節仍不便透露，另外近 2 個月也新增華為、中興通訊及天宇朗通等大陸廠商客戶，另有多家 OEM 廠商已經取得授權。 (見 360° 詳細報導請見 [www.digitimes.com](http://www.digitimes.com) 網站)