

# *REQUIREMENTS TO USE THE FIREFOX OS IDENTITY ON SMART DEVICES*

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# *A QUICK OVERVIEW*

- Why a Firefox OS for smart devices
- Our goal for Firefox OS
- What the Firefox (and OS) brand represents
- Criteria for permission to use Firefox OS marks
- Process for reviewing licensing requests

# *DELIVERING THE MISSION OF MOZILLA*

Our mission is to promote openness, innovation and opportunity on the Web.

Recognizing the limitations of a rapidly growing mobile industry, we have developed an open operating system that uses the Web as its foundation.

# *OUR GOAL FOR FIREFOX OS*

Our vision is to provide an open operating system for smart devices that rapidly distributes Mozilla values — through the efforts of device manufacturers, application developers, and all ecosystem participants.

# *FIREFOX OS IS A CATALYST FOR INDIVIDUAL AND COLLECTIVE PROGRESS*

We have always fought to keep the Web open so innovation and creativity can flourish.

Because we believe that each and every one of us has the right to information and inspiration that will expand our perspectives, increase our abilities and maximize our impact. We believe life is too short to live inside someone else's walls. And we believe the more we're connected, the further we can go.

But for the Internet to live up to its potential, everyone needs access. Now with Firefox OS, we're making it possible for more people to take advantage of the full power of the Web — giving you the freedom to blaze your own path, amplify your voice, control your destiny, unleash the future.

# WHAT THE FIREFOX (AND OS) BRAND REPRESENTS

- Prioritization of people over profits
- Belief in the Web as the platform
- Transparency and openness that facilitate trust
- Collaboration through Community contribution
- Universal access to the Internet
- Empowering user control over information and experience

# USING THE FIREFOX OS BRAND

*For any given device or implementation of Firefox OS, the number of requirements met will determine which brand assets can be used.*

- No requirements met: no Firefox OS brand (Boot to Gecko)
- Some requirements met: some Firefox OS brand assets (Powered By)
- All requirements met: all Firefox OS brand assets (Co Branded)

# POWERED BY — FIREFOX OS

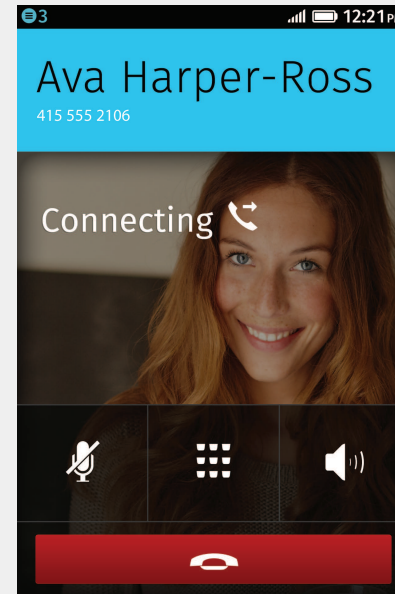
*This foundational level will be applied to the majority of Firefox OS devices moving forward (open market devices, \$25 phones, tablets, televisions, Internet of Things)*

- Will allow Firefox OS to scale quickly and influence the mobile industry to move toward our values.



# POWERED BY — FIREFOX OS

- Firefox OS word mark
- Allows manufacturers to call their device “Firefox OS”
- Allows for use of Firefox OS brand colors
- Provides Firefox OS product screenshots (smartphones)



# *FIREFOX OS WORKS FOR THE WEB*

- A Firefox OS device must be Open Source compliant
- A Firefox OS device must meet minimum hardware and performance requirements
- A Firefox OS device must be Web API compatible

# OPEN SOURCE COMPLIANCE AND FIREFOX OS

- A Firefox OS device must comply with the open source licenses found in the product source code.
- A Firefox OS device encourage partners to get involved in the Open Source project by contributing their completed code back to Mozilla

# PLATFORM COMPATIBILITY, PERFORMANCE AND FIREFOX OS

- Must meet minimum hardware requirements (processor, screen size, memory, etc.) — minimum threshold is the \$25 device.
- Must comply with Open Web Device Compliance Review Board (CRB) performance requirements. A 3<sup>rd</sup> party performance consortium of which we are part.
- Ensure that any modifications made by the manufacturer do not break the way Web APIs work; or the privacy and security features included in the device.
- Provide updates for at least one year from release date.

# *MOZILLA CERTIFICATION AND AUDIT*

- Firefox OS device partners must complete certification for the appropriate branding level.
- Device partners must allow Mozilla to audit the Partner's compliance with the brand use requirements.

# POWERED BY BEGINS THE CONVERSATION

- This discussion focused on the base set of requirements needed to use the Firefox OS term and word mark.
- Subsequent discussions can highlight the additional requirements needed to use our full brand identity.



# WHY YOU CAN FEEL GOOD ABOUT FIREFOX OS LICENSING CRITERIA

- Current and potential partners realize that the future of an open Web for mobile relies on Firefox OS
- The Mozilla values that Firefox OS delivers reflect the ones found in our Firefox product
- The foundation for Firefox OS resides in Open Source practices and a belief in the Web as the platform
- As expected from Mozilla — a Web that delivers privacy and security for users is our primary concern
- Mozilla gets the final word on what can be called a Firefox OS device

# FOR MORE INFORMATION

For more about the information we provide to potential partners about building and marketing their Firefox OS device, see:

- <https://mobilepartners.mozilla.org/>

This site provides the starting point to the processes outlined in the presentation, and is maintained by both the Firefox OS product and product marketing teams.



*THANK YOU*

Questions ?

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