

## Windows CE targets GPS/MDTV/phone device

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Intrinsyc Software announced this week that a "leading" device-maker in Taiwan plans to use its Windows CE-based Soleus feature-phone software platform in a new consumer device. The undisclosed electronics manufacturer will use Soleus in "its first combination GPS and MDTV [mobile digital television] device with mobile phone capabilities," Intrinsyc said.

In addition to mobile phone, GPS, and MDTV capabilities, the new device will also support a variety of other applications, including camera and media player functions, Intrinsyc said.

Intrinsyc describes [Soleus](#) as "a turnkey software solution based on Windows CE that offers a new way to develop mobile phones." Soleus is said to offer a lower-cost and more flexible software platform for "feature phones" and other mid-tier mobile handsets, a high-volume opportunity that is unserved by Microsoft's Windows Mobile OS, which focuses on higher-end Smartphones. The platform includes pre-certified telephony software components, as well as various applications aimed at consumer handheld device applications



Besides using Soleus in the GPS/MDTV/phone device, the undisclosed Taiwanese ODM (original design manufacturer) also plans to integrate Soleus into its "larger product roadmap," according to Intrinsyc CEO Glenda Dorchak.

"This is a major step forward for our business and further broadens our penetration into the rapidly growing GPS market, where there is an increasing trend towards converging navigation with traditional mobile functionality in order to drive unit shipments for manufacturers," she added.

The market for GPS devices is expected to grow at 50 percent over the next three years, according to data from analyst firm [Ventana Research](#). Additionally, feature phones, potentially including GPS, are expected to become the largest category of mobile phones sold by 2010, [Strategy Analytics reports](#).

Intrinsyc in May announced that a "major" manufacturer of handheld GPS devices had [committed to using Soleus](#) in its personal navigation products. Last year, Taiwanese ODM (original design manufacturer) Wistron became the [first Soleus licensee](#).

Specific terms of the agreement between Intrinsyc and the new, unnamed Taiwanese ODM were not disclosed.