

A Tale of Trolltech, KDE and The Number 42



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Some Great Trolltech News Since Last Year



GPL on Windows

- Lack of Open Source culture
- Communication of the license model
- New group of programmers
- A bridge from the Windows desktop to the Linux desktop
- Potential KDE users can try applications out on Windows
- Ease of transition is extremely important for KDE's success

Qt 4.0 is out

- Our best release ever
- API modernized and updated
- 2 1/2 years of redesign and reimplementing of core functionality
- Faster, smaller, better
- Silly dance video entertains hackers all over the world
- Qt and Qtopia on the same basis
- Rapid adaption very important to us
 - You help us by porting over quickly

Investment From Index Ventures

- Trolltech received \$6.7 million from Index Ventures early this year
- Index understands Open Source
- Also invested in MySQL, Zend (PHP) and Skype
- Got rid of SCO /Canopy
- Funds used as safe buffer in the bank

Qt Usage Patterns

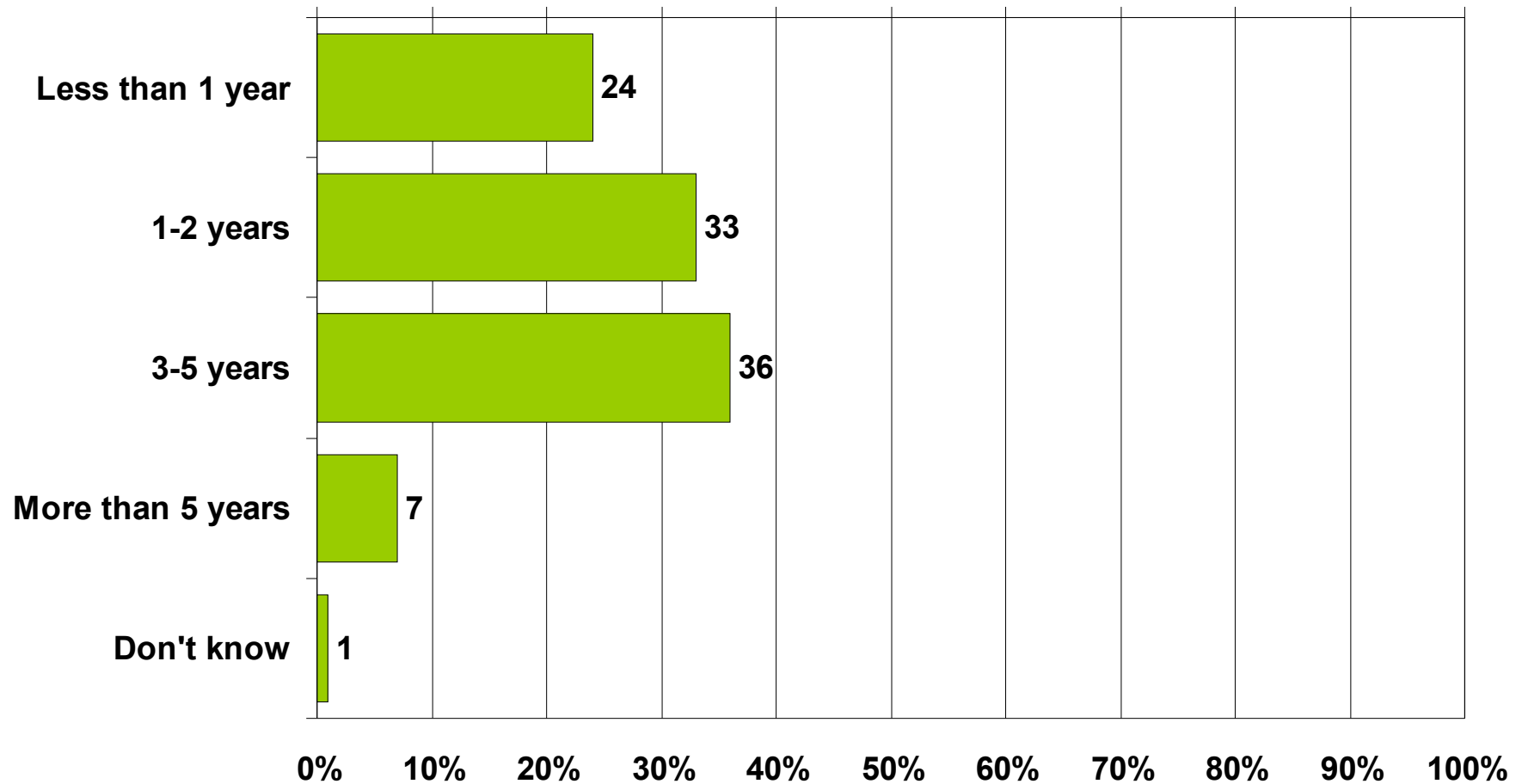
Data from a Customer Survey



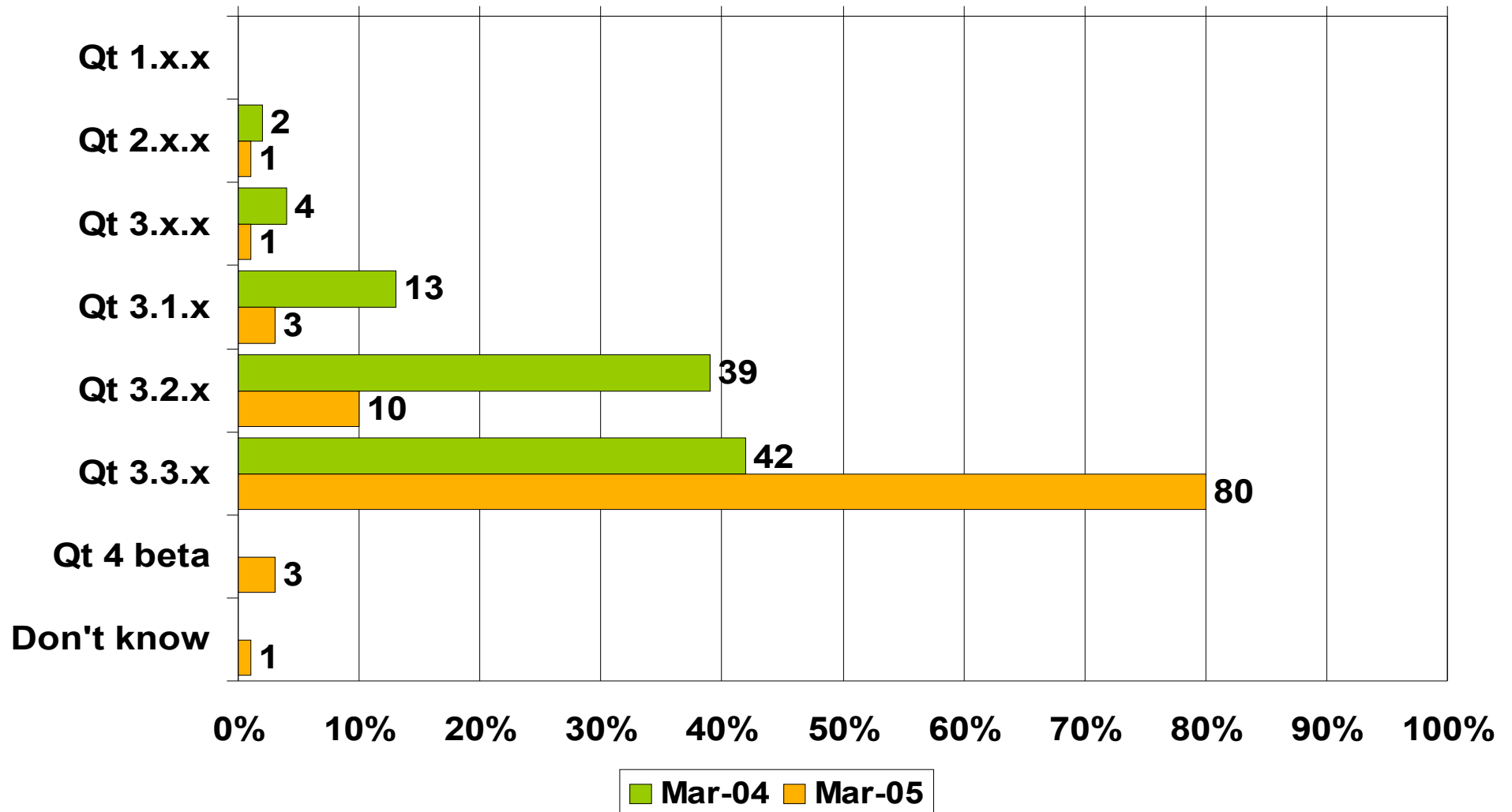
Trolltech Qt Survey

- Customer survey in March 2005
- Performed by an independent 3rd party
- Sent to about 7,500 commercial licensees
- 21% response rate

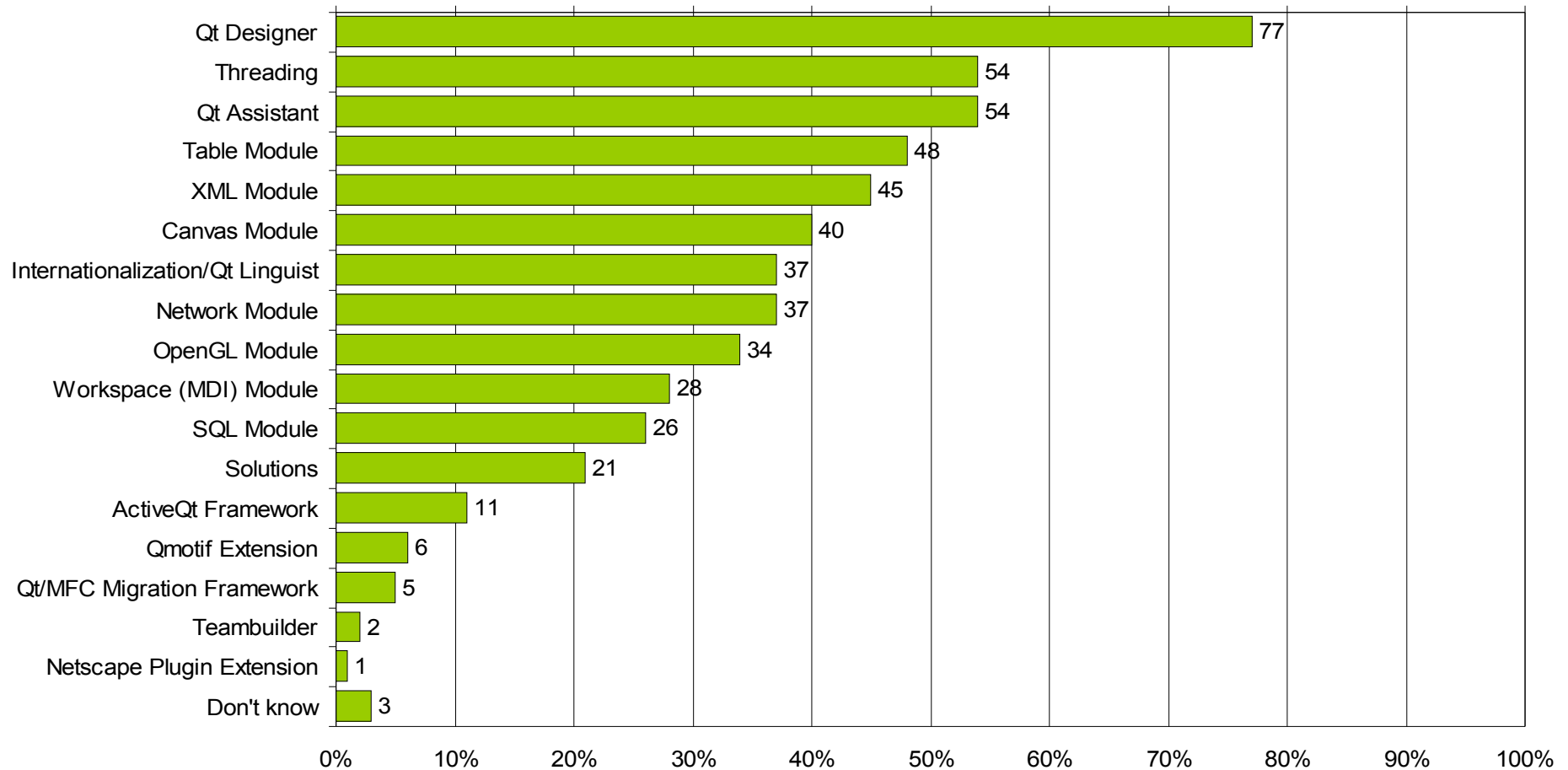
How long have you been using Qt?



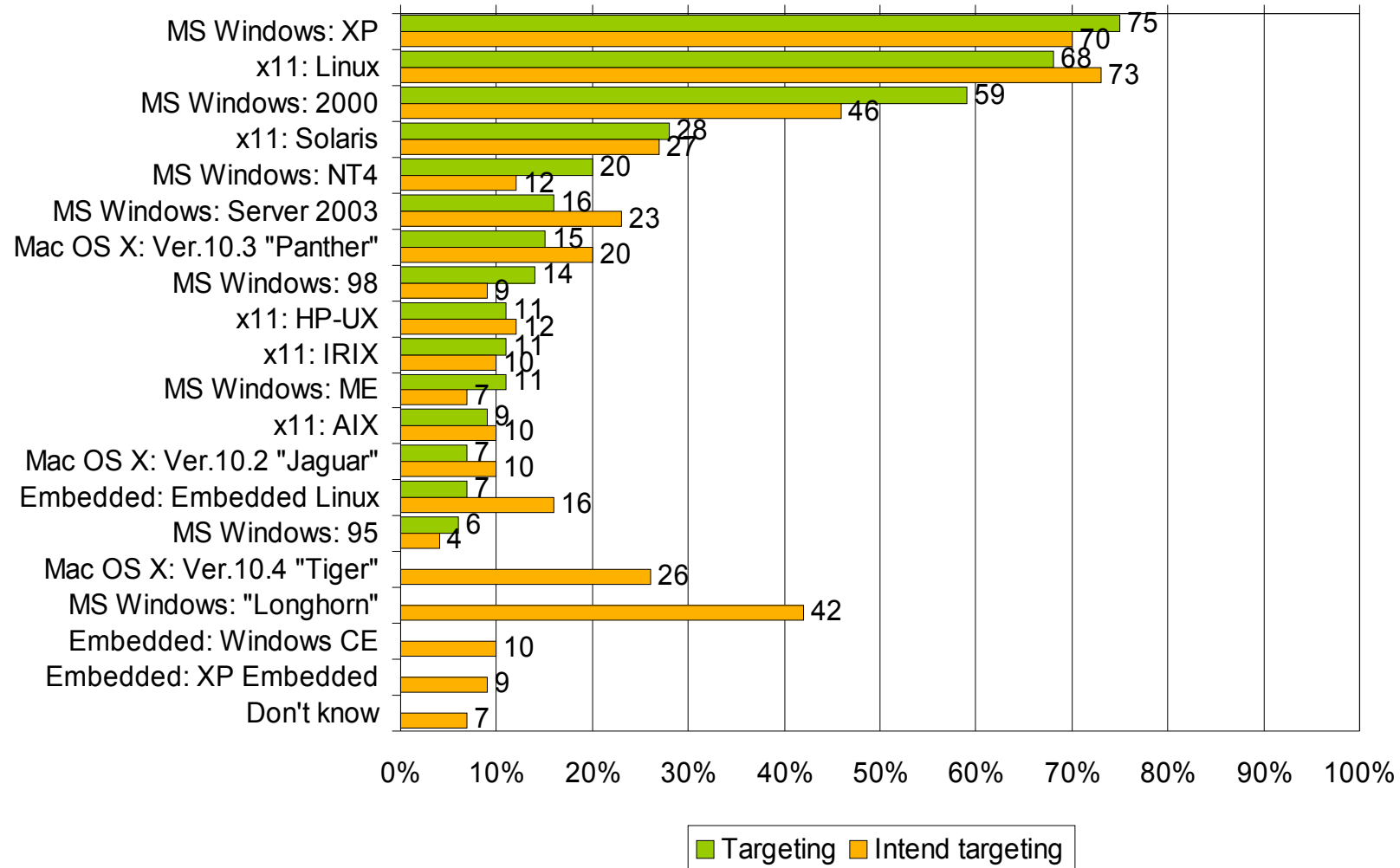
Which is the main Qt version in use at your company now?



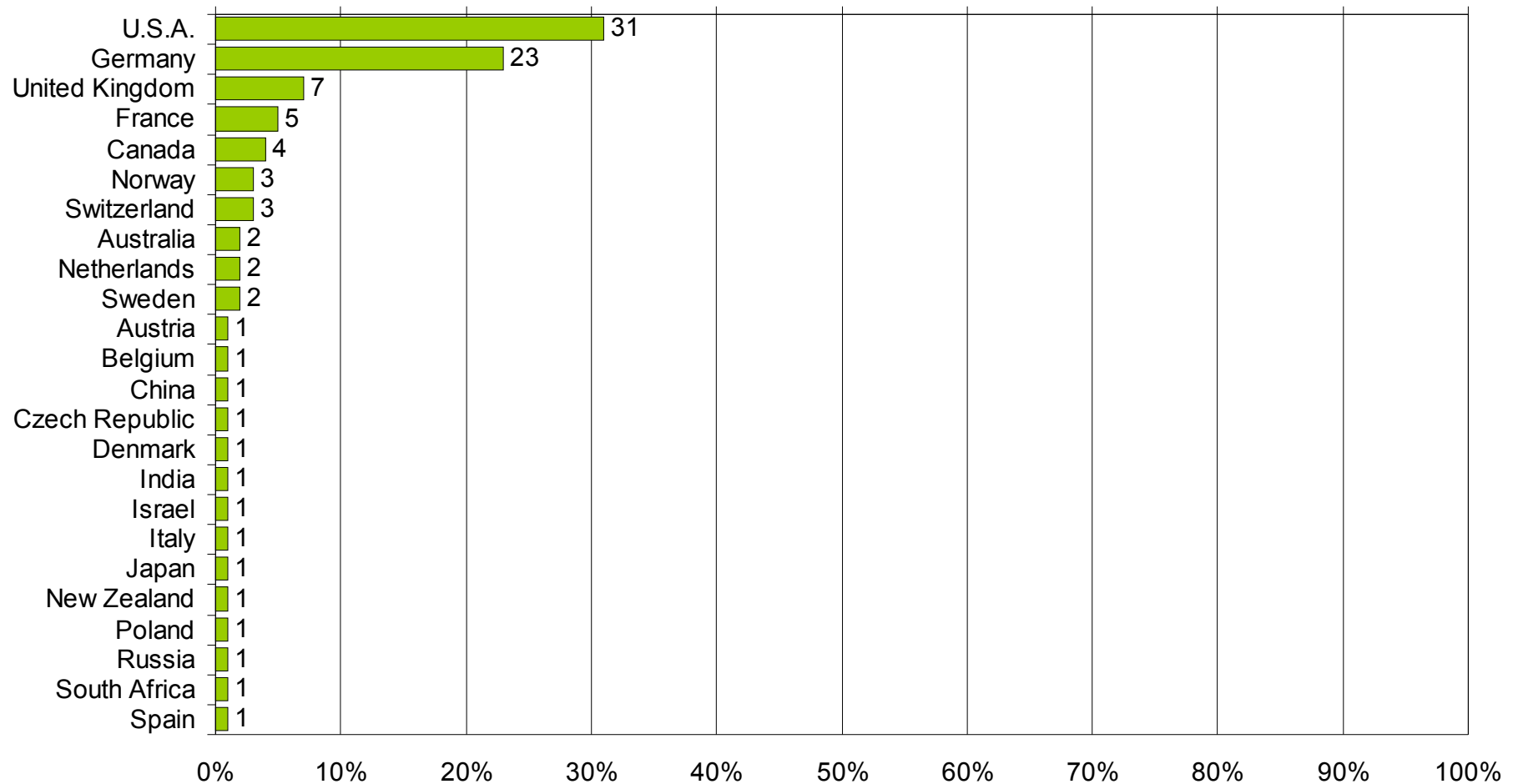
Which Qt modules/tools do you use in your projects?



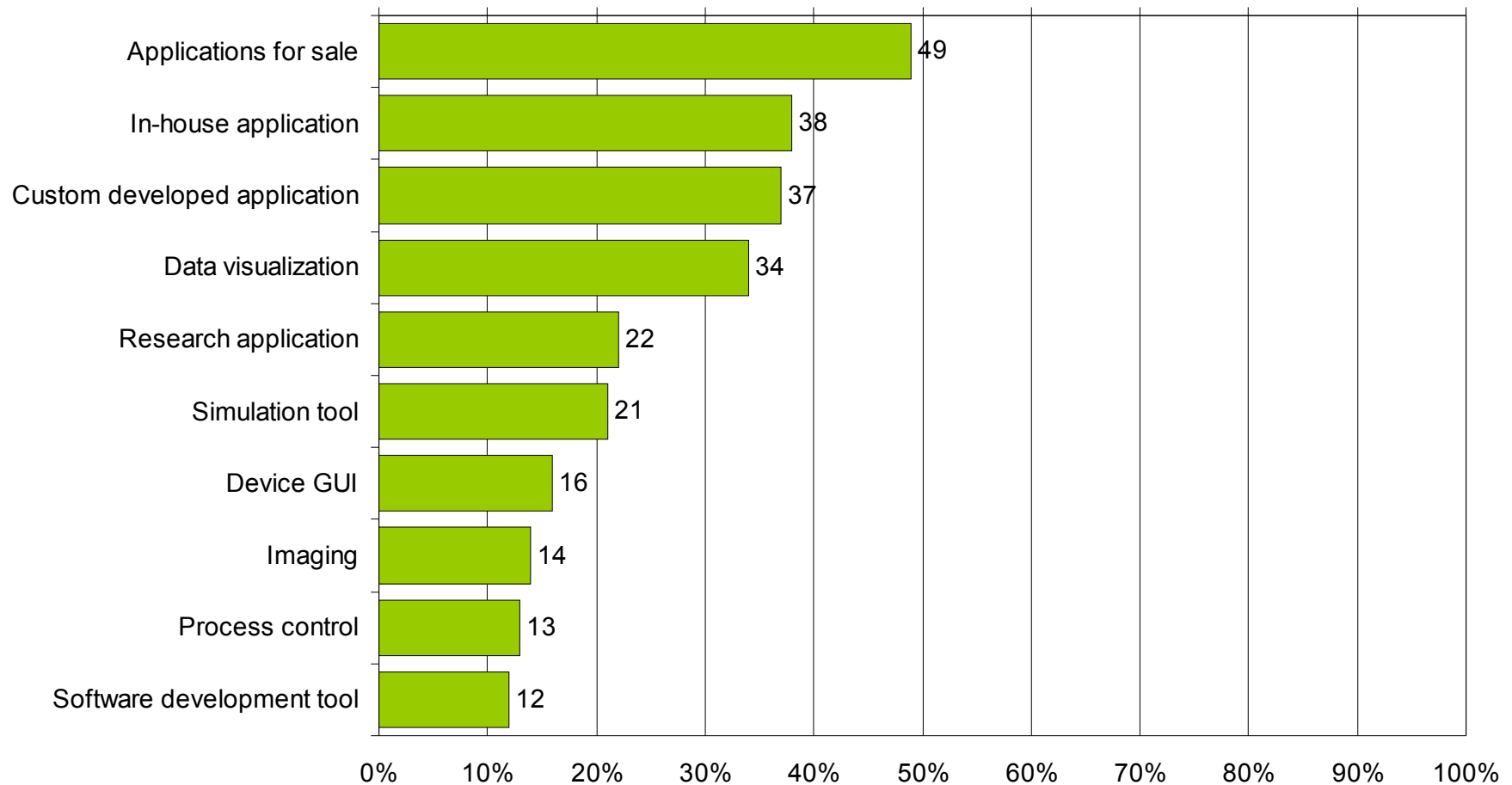
Which operating systems are you targeting/ intend targeting your Qt applications for?



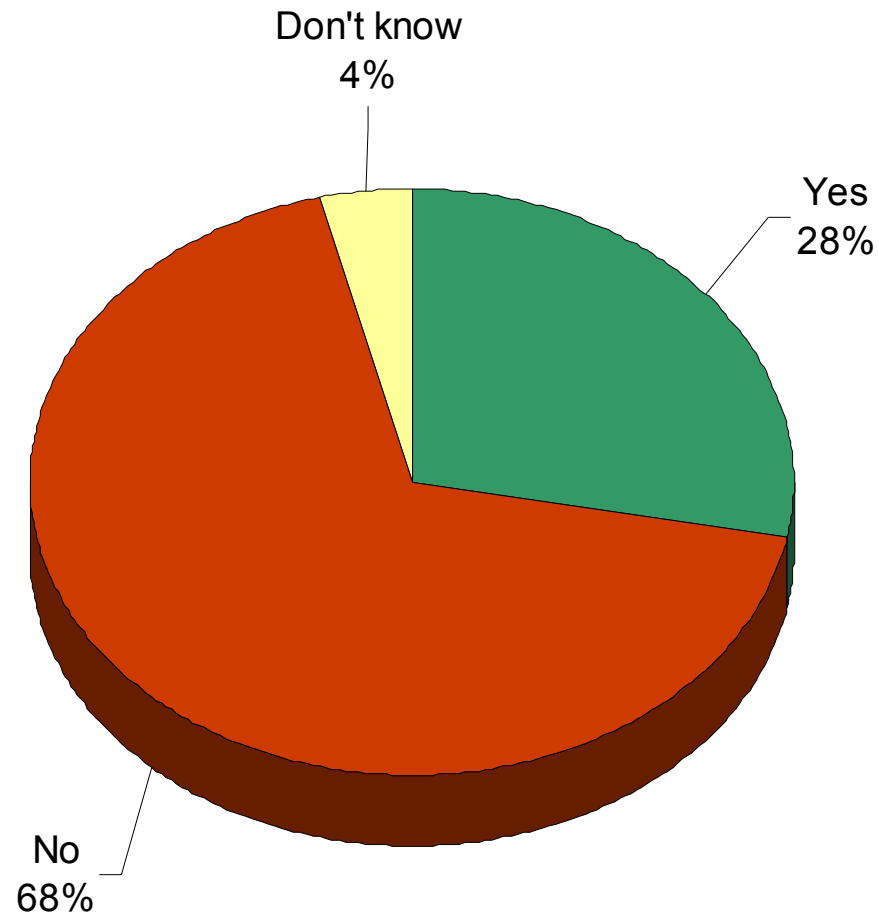
In which country are you based?



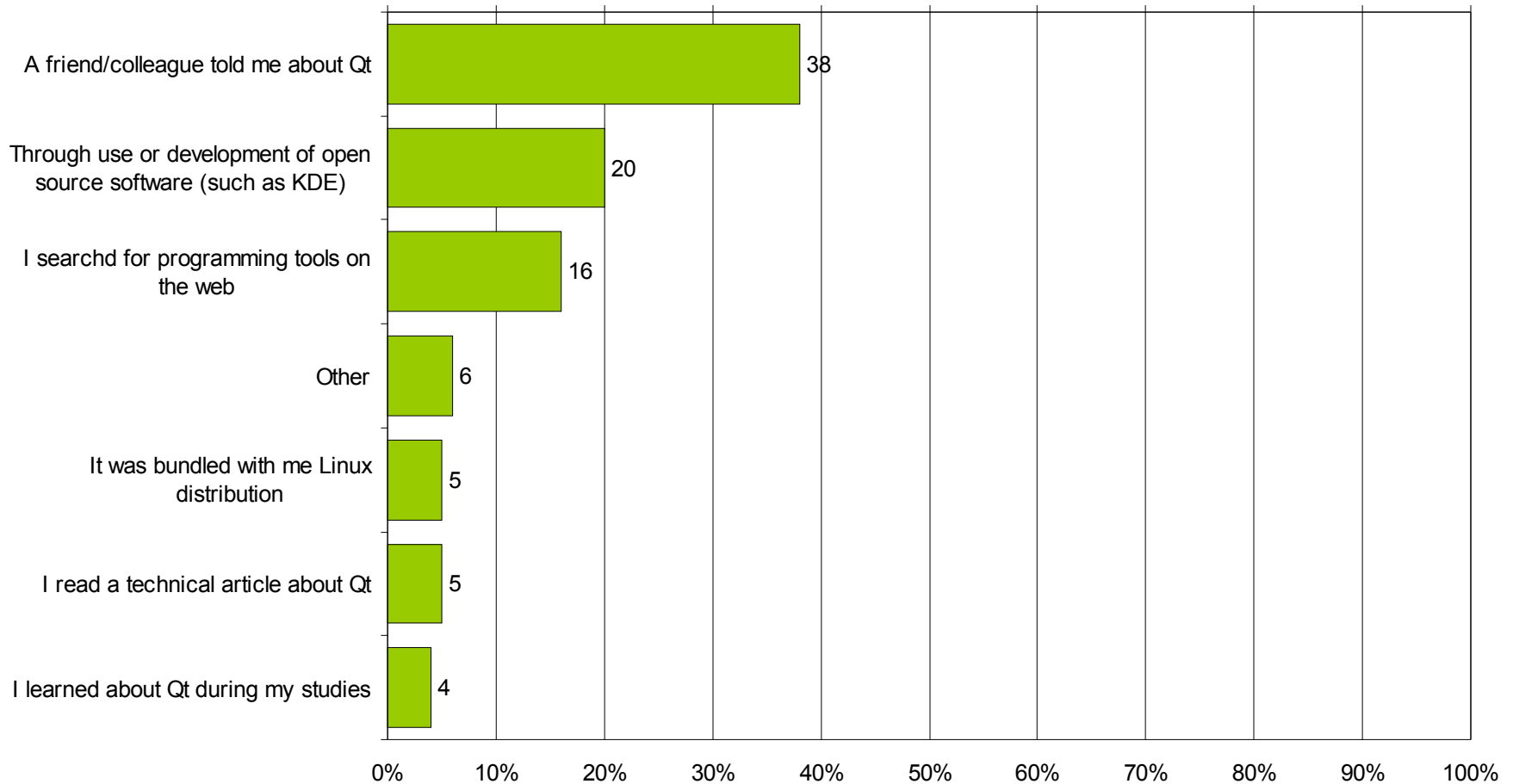
What type of applications are you developing?



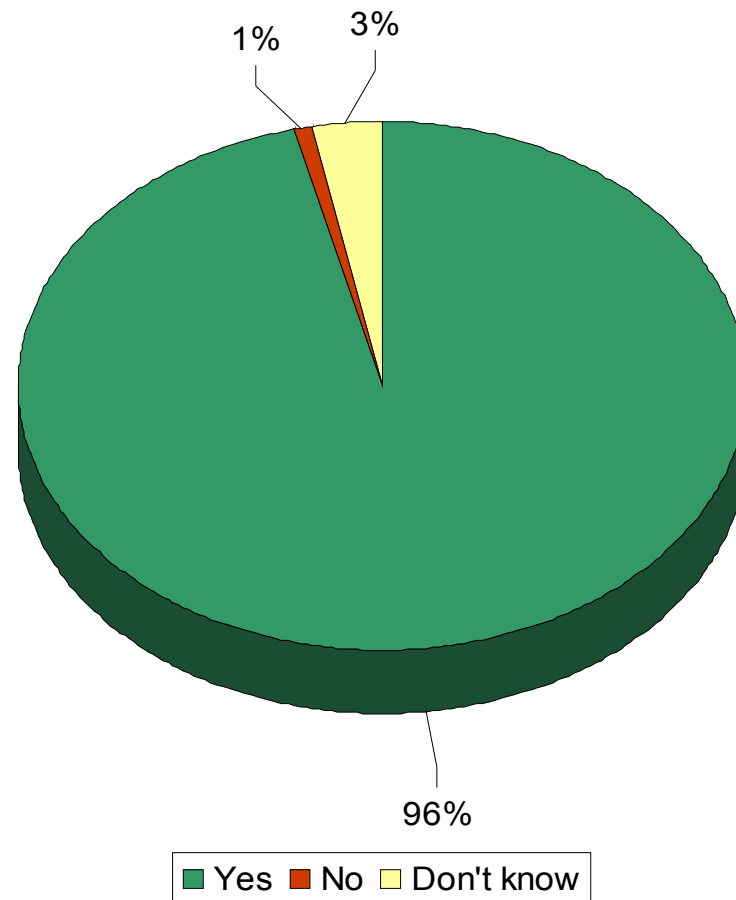
Have you participated in any Open Source projects?



How did you first hear about Qt?



Would you recommend Qt to others?



Qt, KDE and ISVs



KDE and ISVs

- There have been some discussion recently over Qt's licensing and getting commercial ISVs to KDE
- I will present our view of the situation today
- Trolltech sales people talk to ISVs every single day

Let's look at some numbers

- Around 4000 Qt customers
- 49% are ISVs (customer survey)
- 68% target Linux today (customer survey)
- Around 1300 ISVs are making Linux applications with Qt right now.
- (Mathematically there must be at least 680)

Pricing and ISVs

- Pricing almost never an issue
- Qt gives good value, since it reduces time to market
- ISVs focus on productivity, support and quality
- Big plus: Commercial company behind Qt

Licensing and ISVs

- Qt/X11 is available under the GPL, QPL and a standard commercial license
- Commercial licensees pay a fee to Trolltech so they can link with Qt under a commercial license
- KDE libraries are licensed under the LGPL or other licenses permitting closed source applications
- Not an issue for ISVs

So, who and where are they?

- Business market
- Specialized applications
 - EDA tools
 - special effects
 - financial applications
 - many others
- Good end-user applications often free of charge for KDE

Atypical Examples

- Opera browser
- Skype
- Brockhaus Encyclopedia
- Google Earth
- Adobe Photoshop Album

Final Note: Toolkit and Desktop

- All the desktops are based on X11
- Qt applications run on them all
- Applications made with other toolkits run under KDE
- Making sure it is easy to integrate applications made with different toolkits into KDE is a good thing
- 3rd party diversity is good for KDE
- We want to compete on quality, features and ease of use

KDE and Trolltech

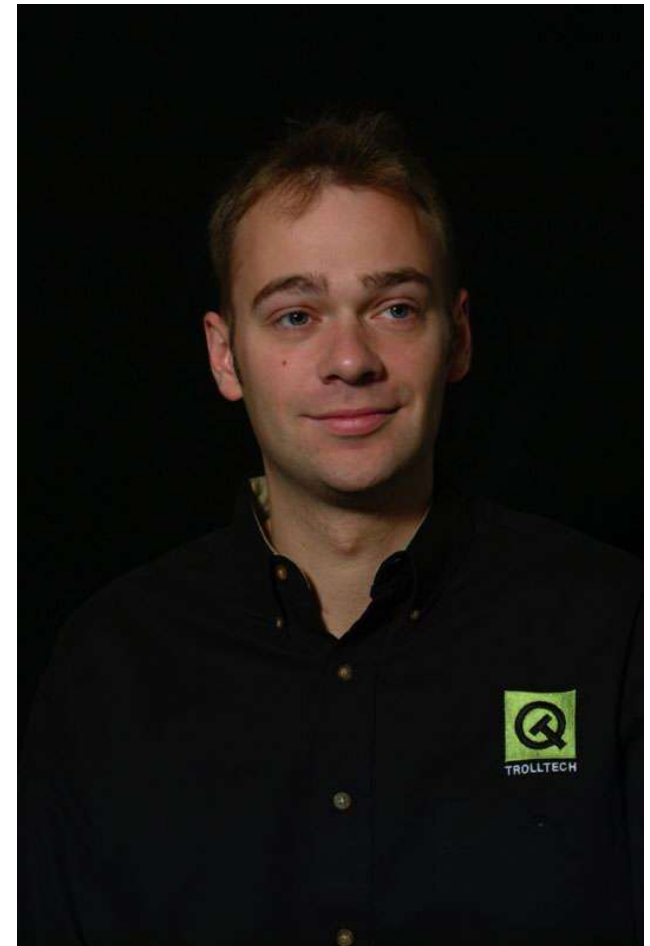


KDE was a Watershed for Trolltech

- Qt usage in Germany grew fast from 1997 to 1999
- 1/3 of Qt sales in Germany in 1999 (17% today)
- We recruited several developers from the KDE community (including Matthias)
- KDE made Qt a native toolkit on Linux
- KDE raised eyebrows amongst the distributions
- KDE became the ultimate external test-suite for new versions of Qt

Early Ties

- First KDE sponsoring was at KDE One in Arnsberg (1998).
 - Tray of Kinder eggs
 - Dinner
- Recruitment of Matthias Ettrich
- Only 42 customers



We First Thought Matthias Was a Dull Country Boy



But He Turned Out To Be a Real Party Dude



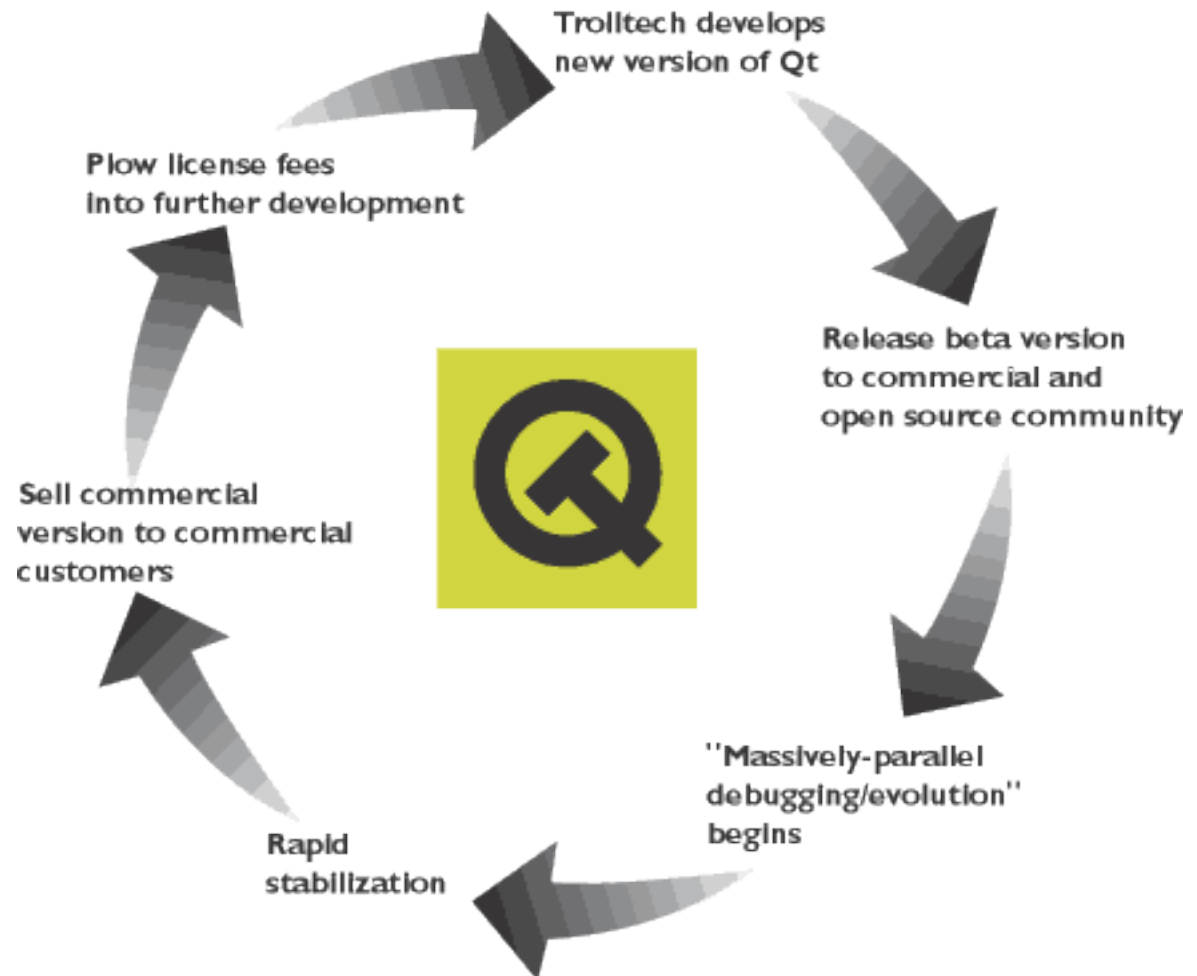
We Recruited Other KDE Developers

- And turned them into Norwegians



Trolltech's "Virtuous Cycle"

- Result: Commercial customers get stable, rapidly evolving products quickly
- GPL users get high-quality framework for free
- Everybody wins



Quid Pro Quo Relationship

- KDE gets a free high quality toolkit
- Trolltech gets mind-share and good product feedback
- KDE is a fantastic showcase when we talk to potential customers
- We are deeply impressed by the work you guys are doing and the progress KDE has made

Sponsoring

- Trolltech just started sponsoring Aaron Seigo
- Already sponsoring
 - David Faure
 - Don Sanders
- Premium sponsor of aKademy
- Expect this trend to continue
- As an old hacker I am thrilled that Trolltech now is in a financial position to support KDE in this way

Trolltech Today, Tomorrow and in The Future



Trolltech Today

- Market leader for native, cross-platform software development
- Market leader for graphical software platforms for mobile Linux devices.
- Over 4,000 customers in 60 countries
- 140 people, up from 94 at the beginning of this year
- Offices in Norway, California, Australia, China
- Profitable, USD 13.4 million in sales in 2004

Trolltech Tomorrow

- Prove the potential of both Qt and Qtopia and then go public
- Establish Trolltech as a major platform vendor in the 2.5G/3G smartphone market
- Establish Trolltech as a major software tools vendor in all native platform markets.
- Expand development tool product line
- Whole Product offering

Trolltech In the Future

- Trolltech's goal is to be recognized as a major player in the global software industry
- Our goal is to build a robust organization that will be able to stand the test of time
- To become a robust organization Trolltech must grow and grow much over the coming years.

Muchas gracias!