



The \$99 laptop revolution

June 2nd, 2010

Max Seybold, Cherrypal

Cherrypal's mission:



Green computing for everyone.

Personal Computers today are designed and built for consumers in industrialized countries and too expensive for most customers in the developing world.

----- Original Message -----

Subject: CHERRYPAL AFRICA
Date: Tue, 1 Jun 2010 09:54:45 -0700 (PDT)
To: green@cherrypal.com

I hope those netbook will be released in INDONESIA.
most of indo people don't have amount of money to buy netbook.
please visit indonesia, peoples here are waiting.

----- Original Message -----

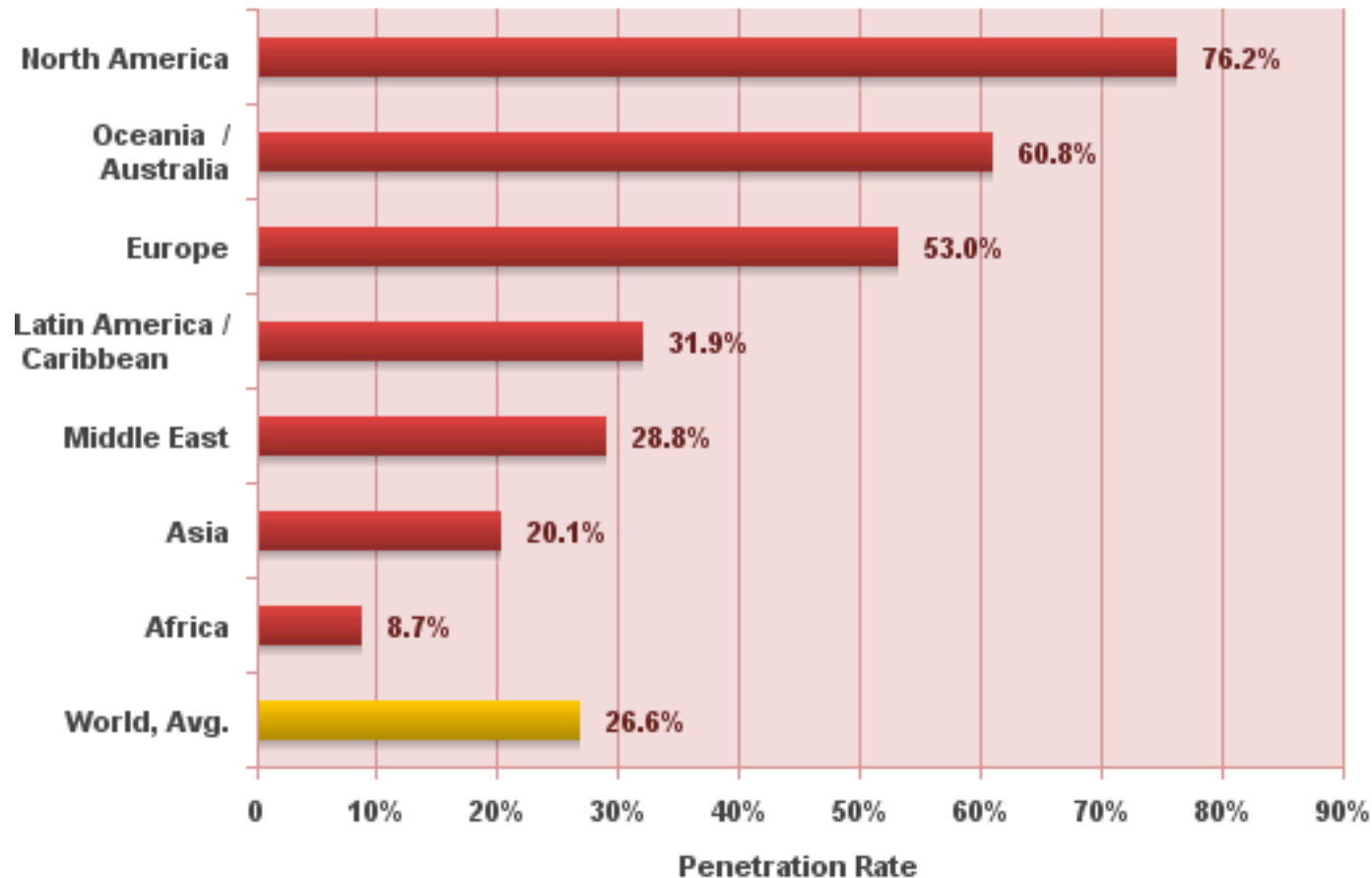
Subject: Thanks
Date: Sun, 28 Mar 2010 06:13:41 -0700 (PDT)
From: Alan P <@yahoo.com>
To: max@cherrypal.com

Hi Max, This email has been sent on my new Cherrypal netbook. It works well. Thanks for making it available at such an affordable price.



Cherrypal geographic focus

World Internet Penetration Rates by Geographic Regions - 2009

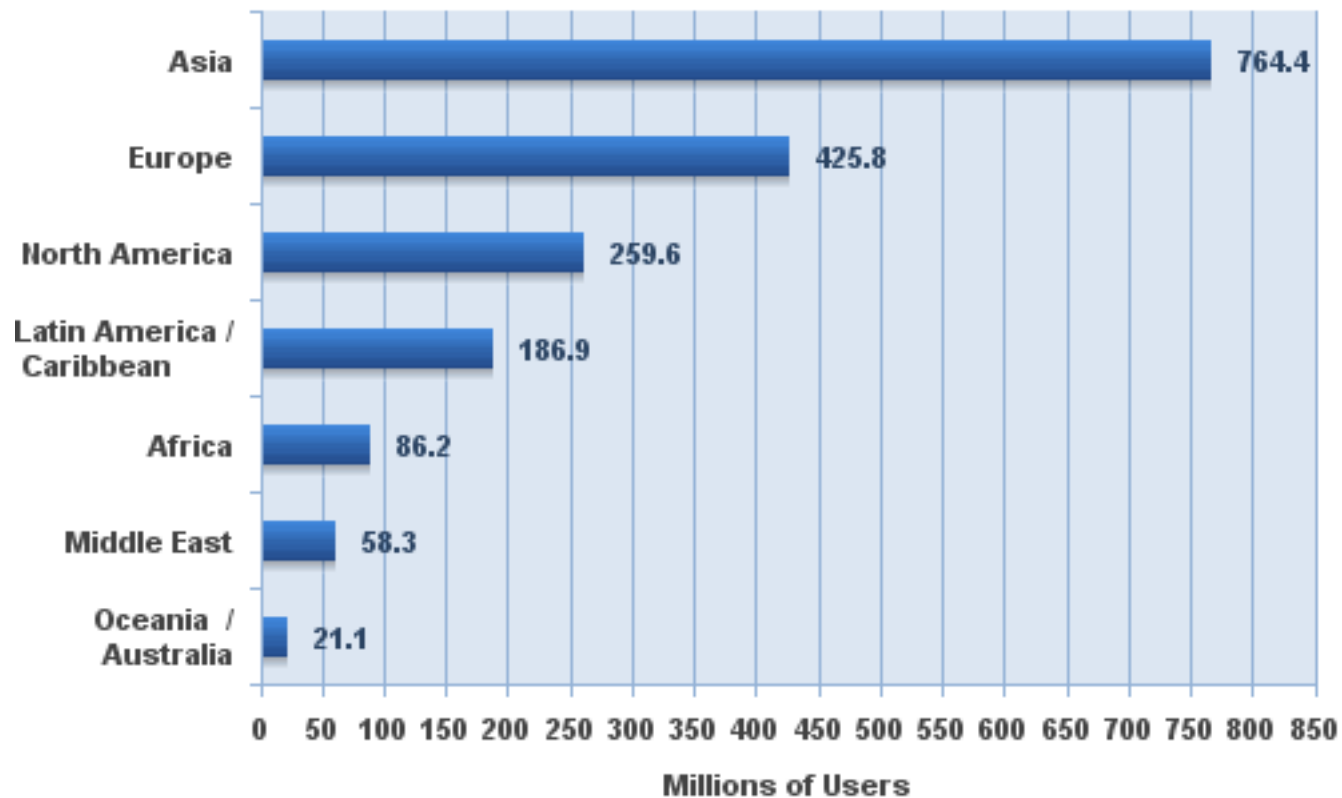


Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 6,767,805,208
and 1,802,330,457 estimated Internet users for December 31, 2010.
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Who is defining the future?



Internet Users in the World by Geographic Regions - 2009



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Estimated Internet users are 1,802,330,457 for December 31, 2009
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The market has changed

- Fastest growing demand in developing countries
- End of “Wintel assembly” monopoly
- Evolution “system” to “appliance”
- User experience: hardware/software/services
- Social networks change distribution strategy

Design principles are changing



- Less is more - “good enough” is good enough
- Price matters
- User experience vs. technical specifications
- Myth of “cheap Chinese” hardware
- Perceived quality
- “fancy” is out



Cherrypal's design principles

- Target Price, top-down
- User Experience, Quality
- SOC (system on chip) design, less components
- Small Linux footprint = inexpensive processors
- Exception: Windows CE
- Form follows function
- Quality control is paramount

Cherrypal cost advantages



- Lean SOC design
- Low-power consuming components
- Small footprint open source OS
- Low administrative overhead
- Smart distribution

The \$99 Cherrypal Africa

- 7" mini-laptop, VIA ARM9, 266 MHz processor,
- Windows CE (add \$19.00) or Linux
- Browser, local office productivity software
- WiFi, Ethernet, 3G optional



The \$99 Cherrypal Asia



- 7" and 10.1" mini-laptop
- VIA ARM9 533 MHz processor
- Android 1.7 (soon 2.1)
- Any Android applications can be installed
- WiFi, 3G





The Cherrypal America tablet

- 7" and 10" tablet computer
- 800Mhz to 1 GHz processor
- Android and other small-footprint OS
- Very inexpensive
- Very customizable
- Coming soon



Consumer Cloud Computing 08



- 0. Embedded Linux
- 1. Multi-core load balancing
- 2. Device Drivers
- 3. Browsers and plug-ins
- 4. Local applications
- 5. Appliance to Cloud connectivity
- 6. Cloud architecture
- 7. Cloud applications and services
- 8. Grid and cluster engine
- 9. Super-cloud architecture



Some of Cherrypal initiatives

- Exclusive Country Partnership program. Partners adjust Cherrypal's offerings to local requirements. Localized Application Store.
- Edwin (Education Wins). Free content for Application Store (i.e. BigHugeBrain.com).
- Nairobi, testing of Google Chromium OS with college students in Nairobi, Kenya
- Cherrypal Cafe: Pilot in Los Angeles:
<http://www.americanpostbox.com>



Internet access appliance 2010

- (Consumer) Cloud Computing messaging replaced by “Application Store”
- Operating environment replaced by browser based “user experience”
- Seamlessly integrated localized Application Store (home store), end of the year
- Many Application Stores to chose from



Why is the \$99 laptop a revolution?



- Internet access to potentially 2 billion new users
- Internet access consumed as appliance
- Correlation Internet access (IA) and education
- Correlation IA and income opportunities
- Correlation IA and cultural tolerance



Quotes

- Cherrypal is scam because my laptop was delivered without Internet connection.
- I can live with less food but I can't live without a good education for my children.
- Cherrypal allowed me to start my own business. I am charging my customers for every email.
- Is Cherrypal the first disposable laptop?
- Cherries are sweeter than Apples

Thank you!



- Max Seybold (max@cherrypal.com)