A whole new level of awesome.
Cadence
10.04 LTS - every 2 years

11.04

11.10

12.04 LTS - due April 2012
Quality
Raising the bar

Test suites and pristine trunk
Daily packages
Formal test plans
Regression analysis and prioritization
Code review
Automated crash reporting and analysis
Design
Redesigning the Netbook UI

Notifications
Indicators
Panel
Launcher
Settings
Window Management
Maverick Meerkat
Don't Panic.
Time to take the leap

Technology Adoption Life Cycle Model

Mainstream Market

Early Market

Visionaries (Early Adopters)

Pragmatists (Early Majority)

Conservatives (Late Majority)

Skeptics (Laggards)

Chasm
What binds these folks together? What do they have in common? What are their interests?
**Who are they really?**

Early Market
The Amazing FLOSS Community

Visionary
Problem solving
Innovative
Engaged
Passionate
Articulate
Motivated
Brilliant
Forgiving

Advocates
System administrators
Engineers
BOFHs
Enthusiasts
Designers
Translators
Scientists
Close friends & family
And other side the chasm?

Consumers want it to work first time, and do the obvious things easily.

That's hard.

But this is a huge opportunity for the whole free desktop ecosystem.
Some things to get right

OEM's
» First boot experience, oem-config
» Media and codec handling

Quality
» Make sure it just works, and keeps working

Continuity
» Freedom, Collaboration, Precision, Reliability
Let's bring FLOSS to the WHOLE desktop market
Ubuntu Light: The Web in 7 Seconds

Dual-boot solution for OEM's

Stripped down UNE and Ubuntu Desktop

» Connected to the Web in 7 seconds on SSD
» No traditional file management
» Small set of default apps: browser, media, mail
» Focus on touch
It looks like you want to use Windows!
The Unity Netbook Shell

Panel

Indicators

Launcher

created with Balsamiq Mockups - www.balsamiq.com
A Dash of Innovation
Unity now Maverick, and 10.04 PPA

ppa:canonical-dx-team/une
  » GPLv3
  » apt-get ubuntu-netbook-unity-default-settings

» Choose Unity session at GDM login
Unity is Canonical's Netbook Shell

Gnome Shell is for Desktops, Unity for Netbooks

Unity works well with KDE applications too

APIs should stabilize in 18 months

» Unity in Gnome for 12.04 LTS
RGB Windows
Sound Indicator
Keyboard Menu

- Input Method Off
  - Chinese - Chewing
  - Chinese - Pinyin
  - Chinese - tonepy
- USA - Macintosh
  - USA - Dvorak

Character Map
Input Method Settings...
Keyboard Settings...
Clock Menu

- 3:15 PM
- Wednesday 7th April 2010
- Dinner with Sakina: 7:15 PM
- Suppliers meeting: Thu 9:00 AM
- Add Event...
- Set Alarm/Timer...
- San Francisco: 7:15 AM
- London: 3:15 PM
- Oslo: 4:15 PM
- Wellington: Thu 2:15 AM

Time & Date Settings...

Time & Date

- Region: United Kingdom
- Timezone: UK time
- Set the time: (O) Manually, (O) Automatically from the Internet
- Date: 2010-04-13
- Time: 3:05:22 PM

Clock Menu
Network Menu

Connection Manager

» UNE Only
» Widespread testing required
» Candidate for Desktop 11.04
Window indicators
Global Menu on UNE
Smart Panel: Title and Menu
ARM

Linaro – defragmenting Linux on ARM
TI, Marvell, Samsung, Freescale in 2010
Aiming for a common kernel and bootloader

3D graphics
ARM for servers
What about enterprise computing?
Cloud computing accelerates

Ensemble for cloud deployment
LXC for fast, efficient containers
HA cloud infrastructure
Pre-installation on Dell cloud servers
... more to come