

Hi all,

Following up on Andy's email, I've posted GPS meeting notes at: http://docs.google.com/a/google.com/Doc?id=cndsqjb_33d3q756

For your convenience and reading pleasure, I've also included a copy of the notes below.

Thanks,
erick

UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA
TRIAL EXHIBIT 433
CASE NO. 10-03561 WHA
DATE ENTERED _____
BY _____
DEPUTY CLERK

Android GPS - Meeting notes

July 17, 2007

Attendees

Eric Schmidt, Sergey Brin, Larry Page, Jonathan Rosenberg, Shona Brown, Andy Rubin, Steve Horowitz, Rich Miner, Ethan Beard, Erick Tseng, Yael Shacham, Elliot Schrage, Nelson Mattos, Urs Hoelzle, Chris DiBona, Mike Morrissey, Salar Kamangar, Joan Braddi, Douglass Merrill, Michelle Vidano, Ryan Gibson, Bill Coughran, Mike Cleron, Marco Nelissen. (Apologies to anyone I may have left off this list!)

Action Items

- (andy/steve/erick) Host a Tech Talk to drum up interest amongst Google developers - (Deadline: Before August 1st)
- (andy/steve) Develop plan to dramatically ramp up Google developers for Android - (Deadline: Within the next week)
- (steve) Test Contacts ability to store 10K+ contacts
- (andy) Set up UI review with Larry, Sergey, and Android UI team. Goal is to review all Android app screenshots
- (andy) Develop specific staffing asks that will help alleviate the roadmap crunch - (Deadline: Within the next week)

Takeaways/Key Decisions

- We need to get 100 active developers building on Android ASAP
- We should be as deeply integrated with 3rd party apps as possible to avoid being perceived as just a Google Phone
- We need to make the Android UI as fast as it can possibly can be. The UI should focus on speed before beauty
- We need to set "minimum rules" for OEMs (e.g., If OEMs want to build a device on Android platform without a keyboard, they will have to integrate triple-tap/T9 themselves)

Discussion Summary

General Notes

- Android is a phone *and* a platform
- Eric wants to do a big internal announcement of the product in ~August to generate momentum
- LP: Should try to fit more messages in Gmail client. Perhaps two lines per message isn't right
- SB: Should test the Contacts app's ability to store 10K+ contacts

Google Internal Development

- Currently have 10-20 active developers building on Android SDK. Eric wants 100 active developers
- To drum up interest in developing on Android, will run a Techtalk and give out Sooner devices to internal developers
- Other ideas: contest, free phones
- ES: Within a week, should develop a plan for getting large number of internal Google developers building for Android

UI

- ES: We should focus on speed first, then beauty. Speed without beauty is still a win
- LP: Would like to test UI by putting the device in the hands of an expert user, and timing how long it takes him/her to use every app, and whether he/she can do everything on the phone while driving
- LP: Wants all screens to load in <200ms

Potential criticism at launch time

- Punted on POP and IMAP email
 - When Android gets announced, we should reach out to a Yahoo! or Hotmail to get a 3rd-party mail client on Android
- Don't directly support a music store like iTunes. Android will be no better, no worse than non-iPhones
- Dream will be perceived as a Google Phone. We want to be deeply integrated with everything (e.g., 3rd party email), and not heavily favor Google apps

Dream Discussion

- Dream will ship with a "Sergey Light" - a camera flash
- Touchscreen will be primarily used for scrolling
- Dream will be a keyboard+touchscreen device. Other OEMs can build a device without a touchscreen, but they should have a keyboard
- Dream will have transfective screen, and will thus be visible in bright sunlight
- We would need to have 3K devices in actual hands before shipping
- First 1K Dream devices arrive in August
- Key differentiators of Dream
 - True multi-tasking
 - Tight background integration with Google services

On 7/17/07, **Andy Rubin** <arubin@google.com> wrote:

Team,

Here's a quick update from the GPS.

First, I'd like to thank everyone who was involved. The demos worked flawlessly, which I think left a favorable impression of our product. Special thanks to Marco, who interrupted his normal duties as media engineer extraordinaire so we could steal his machine for the touch screen demo. We ended up not having time to show it, but

invited everyone to swing by and see it in its native habitat (Marco's cube).

It was very obvious to me that EMG knows what it takes to build and ship a platform. Bill and Eric have done so in their past careers with Unix and Java, for example. They basically had 3 areas of feedback for us:

1) Get the platform out to Googlers.

We plan on preparing a Tech Talk for Android. The goal is to get as many Googlers as humanly possible developing for the platform (500?). This will happen in about 3 weeks. Before then we will need to work diligently to make sure the platform is ready.

2) User Interface

The feedback was that speed matters. EMG would like to see a UI review, but I was not able to commit to make it happen anytime soon. We have been making arrangements to get additional resources to complete the UI work, at which time a review will be possible.

3) EMG asked a very simple question that I didn't have a direct answer for. The question was "How can EMG help?"

From a management perspective, I think we have done all the tricks in the book to build and ship a quality product.

- We partnered and acquired technology to accelerate the schedule.
- We acquired Skia, who along with 4 others form the basis of our browser team
- We cut a killer deal with T-Mobile, our launch partner, which greatly reduced the amount of "industry functionality" needed for 1.0
- We have made sound technical decisions in building our product
- We have assembled a team of the world's best engineers

My question for you (and this is a serious question): How can EMG help?

Your feedback appreciated,

- andy

android-team mailing list
android-team@google.com
<https://mailman.corp.google.com/mailman/listinfo/android-team>