**MontaVista targets embedded Linux users with market-specific versions**
**Analyst:** [Jay Lyman](http://the451group.com/about/bio_detail.php?eid=301) **Date:** 5 Nov 2009 **Email This Report:** [to colleagues »»](http://the451group.com/report_view/email_report.php?service=mis&entity_id=60386&entity_headline=TW9udGFWaXN0YSB0YXJnZXRzIGVtYmVkZGVkIExpbnV4IHVzZXJzIHdpdGggbWFya2V0LXNwZWNpZmljIHZlcnNpb25z)/ [to yourself »»](http://the451group.com/report_view/email_report.php?service=mis&entity_id=60386&entity_headline=TW9udGFWaXN0YSB0YXJnZXRzIGVtYmVkZGVkIExpbnV4IHVzZXJzIHdpdGggbWFya2V0LXNwZWNpZmljIHZlcnNpb25z&self=yes&todo=email) **451 Report Folder:** [File report »»](http://the451group.com/my451/report_folder_actions.php?todo=ADD&entity_id=60386&entity_headline=TW9udGFWaXN0YSB0YXJnZXRzIGVtYmVkZGVkIExpbnV4IHVzZXJzIHdpdGggbWFya2V0LXNwZWNpZmljIHZlcnNpb25z)[View my folder »»](http://the451group.com/my451/451_report_folder.php)

**Event summary**

* Embedded Linux vendor MontaVista has released new market-specific distributions of its MontaVista Linux 6 for automotive, Android OS, industrial automation, multicore networking applications and mobile multimedia devices.
* MontaVista has also released the latest update of its Carrier Grade Edition (CGE 5.1) Linux, which features support for 4G wireless, such as LTE and WiMax, and full integration of OpenSAF high-availability middleware.
* The company is also growing its Meld community of embedded software engineers, and it seeks to take advantage of uncertainty and consolidation in the space, given Intel's acquisition of Wind River and the arrival of Google's Android.

**The 451 take**
MontaVista has gained some prominence as an embedded Linux vendor following Intel's $884m acquisition of Wind River in June. MontaVista may be gaining interest and traction because of that deal and concern about non-Intel hardware support, but it must still meet the challenges of keeping up with the latest Linux kernel and serving its diverse array of embedded Linux customers. The company is continuing to grow its community, although not as aggressively as it had originally indicated in the case of its Meld embedded developer community. Nonetheless, that community and MontaVista's customers continue to grow, and its market-specific versions may help mitigate issues of Linux fragmentation.
**Details**
**MontaVista Software**, a provider of embedded Linux software and commercialization, unveiled new market-specific versions of its MontaVista Linux 6 for industrial automation, automotive, portable multimedia devices, multicore networking and **Google's** Android OS, which is extending from smartphones into other embedded software devices and markets. The new Market Specific Distributions (MSDs), being made available this quarter, support processors such as **Cavium Networks**, **Freescale**, **Intel** and **Texas Instruments**.
While the MSDs have a common Linux-based framework, they are optimized differently for various hardware platforms and markets. For industrial automation, MontaVista builds in advanced power management, real-time Preempt support and Ethernet capability. For the Android, portable device and automotive markets – where we see continued interest and growth for Linux – MSDs center on power management, 2D/3D graphics, semiconductor codec enablement, Bluetooth and Wi-Fi. MontaVista's networking MSD supports multicore processors from Cavium, Freescale and Intel and includes semiconductor-optimized library support and network capabilities and tools, including SCTP, OpenSwan, libpcap and IPsec tools. There are also Multifunction Printer MSDs focused on power and memory management, connectivity and mass-storage large HDDs.
In addition to its new MSDs, MontaVista recently updated its Carrier Grade Edition (CGE) Linux with additional support packages and focus on 4G wireless, including LTE and WiMax. In addition to OpenSAF high-availability middleware, CGE 5.1 also features virtual routing and forwarding for secure wireless networks. MontaVista's primary targets for CGE are industrial, military and aerospace, and the wireless industry. The company's Meld community of embedded software engineers has grown to 1,500 members since it was launched six months ago. To help centralize and build embedded Linux development, Meld topics include kernel patching and serial port communications.
**Competitive landscape**
MontaVista's largest competitor has been **Wind River**, and this continues to be the case following Intel's acquisition of Wind River, even though MontaVista works closely with Intel, among other processor vendors. While the Intel acquisition may be causing some concern about support for non-Intel hardware, the competitive threat from Wind River may become greater given Intel's size and strength. Another [disruptive factor](http://the451group.com/report_view/report_view.php?entity_id=59063) for MontaVista is the advent of Google's Android, which is broadening beyond smartphones into other embedded software applications and devices.
There has been further disruption in the embedded Linux market following the [acquisition of](http://the451group.com/report_view/report_view.php?entity_id=59249)embedded Linux consulting outfit **Embedded Alley Solutions** by the much larger **Mentor Graphics** in July. That deal was driven largely by Mentor's interest and focus on Android, and we see it competing more directly now with others focusing on Android, including MontaVista. **QNX** is another vendor that plays in the same embedded markets, particularly industrial and automotive. Also continuing to pursue an aggressive embedded software strategy is **Microsoft**, which may be looking to make up for losses of Windows Mobile in smartphones by looking to other embedded software markets. There are additional smaller embedded Linux players that compete, including **Concurrent Computer**, **LynuxWorks** and **TimeSys**.
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