

下一个大市场的生态系统

Ecosystem for the Next Big Thing

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合作创新移动互联的大市场

Open Innovation Enabling 1.5Billion China Chips

ARM Ecosystem Accelerating Computing and Connectivity!

15亿

2014年采用ARM处理器技术的中国芯出货量

Chips by Chinese partners using ARM processor technology shipped in 2014

70x

2008-2014年 ARM 合作伙伴出货量的成长倍数

Growth multiple in volume shipment by Chinese partners 2008-2014

3x

2008-2014年ARM中国合作伙伴的产值增速相比于产业增速

Revenue growth rate of ARM China partners vs. industry growth rate from 2008 to 2014

ARM

商业生态系统的演进

Evolution of Business Ecosystem

Centralized
Ecosystem

集中式生态系统*

Open Source
Ecosystem

开源式生态系统

Open Community
Ecosystem

社区式生态系统

* [Shared Purpose: Thousand Business Ecosystems, a Worldwide Connected Community, and the Future](#), James F. Moore, 2013

开放社区式生态系统是多样化持续创新的关键

Open Community Ecosystem Driving Diversity and Scalability

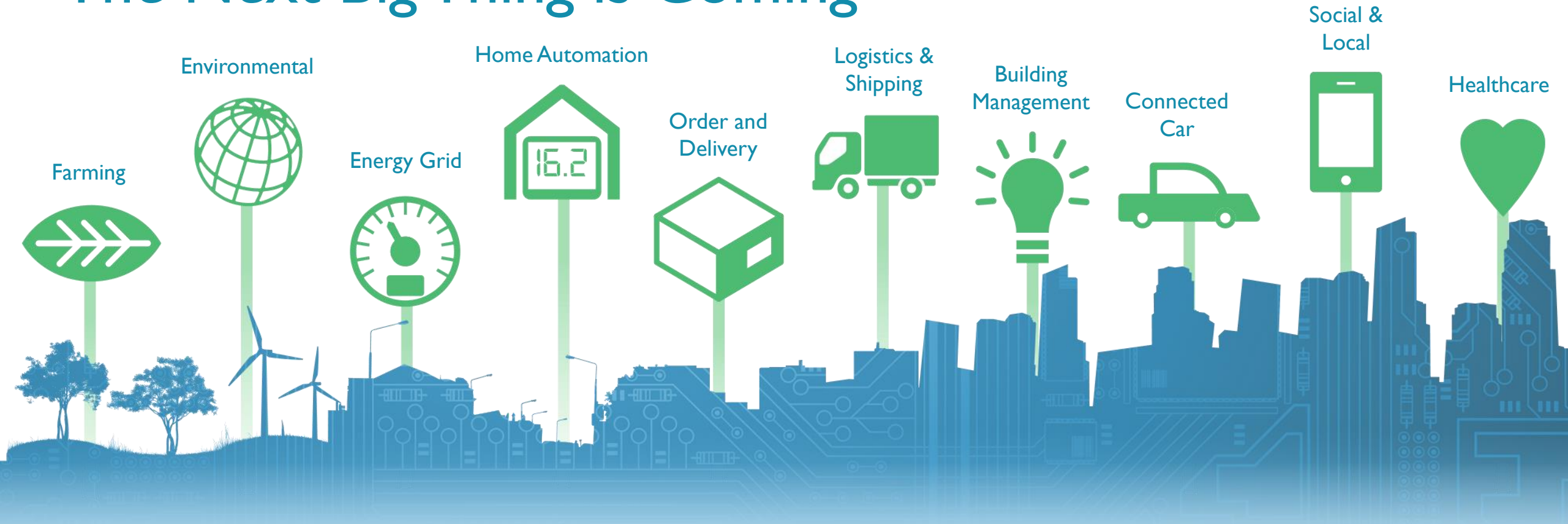
Partnership Based
Decision Making
自主可控

Reach to
Everyone
开放平等

Community for
Disruptive Innovation
颠覆创新

下一个大市场即将来临

The Next Big Thing is Coming



A Sensor for Every Year to a Sensor for Every Star

Milky Way galaxy:
14B years old
200-400 Billion stars

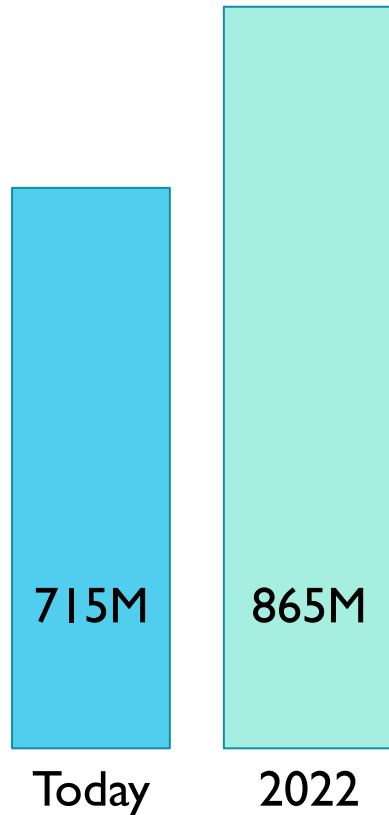
From Automotive to Telematics



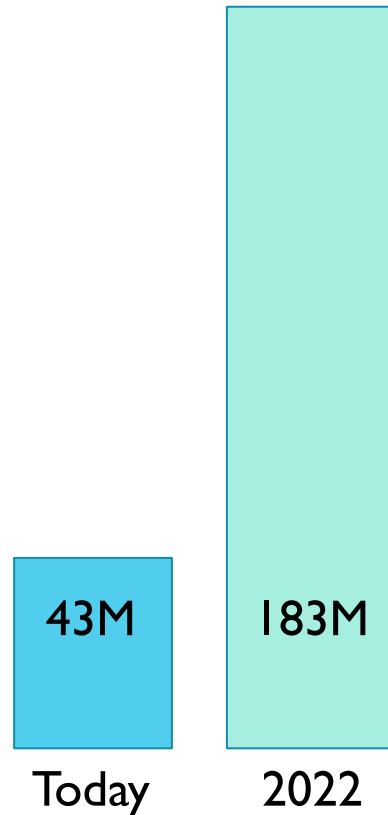
新中产阶级的崛起

The Rise of the New Middle Class

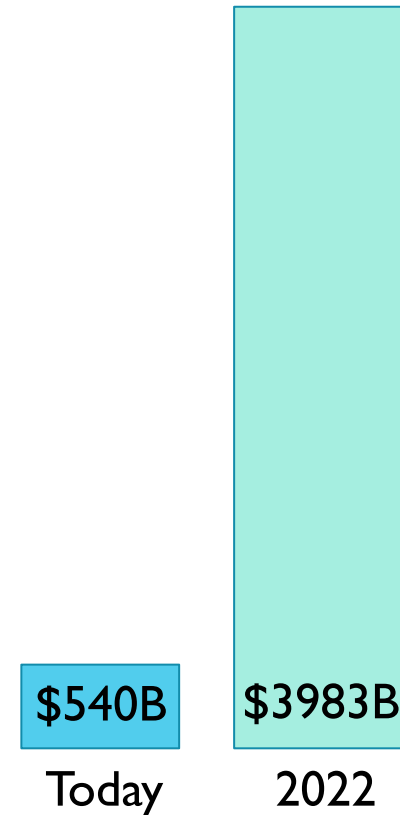
Urban Population



Number of Middle Class Households

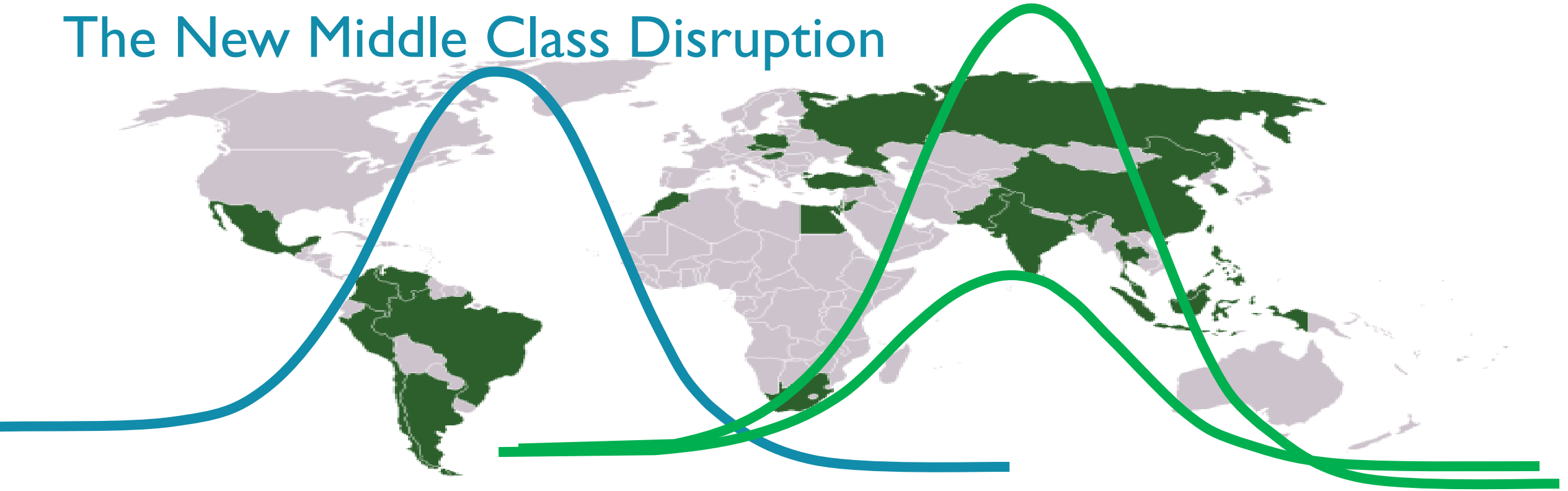


Urban Private Consumption



新中产阶级引起的颠覆

The New Middle Class Disruption



Emerging markets will drive

70%

Of incremental global GDP

Emerging markets will drive

75%

Of incremental global consumption

Greater China Ecosystem will become the

Leading Supplier

For the “New Middle Class” consumers in emerging markets

* Based on data from IMF

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科技产业的新常态

The New Normal for Technology Industry

以移动生态系统为创新主导

Mobile Ecosystem Leading Innovation

以新兴市场为消费驱动

Emerging Market Driving Technology Consumption

以开放式创新加速产业成长

Open Innovation Accelerating Industry Growth

下一个大市场的关键是多样化和持续创新 It's All About Diversity and Scalability in Innovation



From sensors to servers



**Our Vision For ARM China:
Building an Ecosystem for Open
Innovation and Growth**

**我们的愿景：
共同建设开放式创新与
成长的生态系统**