VMware to Bring Virtualization to Mobile Phones, Enabling a Host of Benefits for Handset Vendors, Corporations and Mobile Phone Users

Faster Time to Market, Better Security, Isolated Work and Personal Usage Are Among Benefits Virtualization to Enable for Mobile Phones

PALO ALTO, Calif.--(BUSINESS WIRE)--Nov. 10, 2008--VMware, Inc. (NYSE:VMW), the global leader in virtualization solutions from the desktop to the datacenter, today announced plans to bring virtualization and its many proven benefits to mobile phones through the new VMware Mobile Virtualization Platform (MVP). Built on innovative technology acquired from Trango Virtual Processors in October 2008, VMware MVP will help handset vendors reduce development time and get mobile phones with value-added services to market faster. In addition, end users will benefit by being able to run multiple profiles - for example, one for personal use and one for work use - on the same phone.

"VMware is excited to extend the benefits of virtualization, which we pioneered for x86 hardware, to the mobile phone market," said Paul Maritz, president and chief executive officer of VMware. "By abstracting the applications and data from the hardware itself, we expect that virtualization will not only enable handset vendors to accelerate time to market but can also pave the way for innovative applications and services for phone users. We look forward to working closely with our partners to bring new mobile solutions to market faster."

"Gartner sees virtualization in the mobile space as a very promising and potentially a fast emerging market," said Monica Basso, research vice president, at Gartner. "We predict that by 2012, more than 50% of new smart phones shipped will be virtualized(1). Virtualization can enable enterprises and consumers to easily manage and secure their phones and it can also help handset vendors reduce bills of materials and shorten development cycles to allow for faster releases."

"There is a rapid and growing demand for virtualization technologies from both the designers and consumers of next-generation mobile devices utilizing the ARM® Cortex™-A8 and Cortex-A9 processors," said Eric Schorn, vice president, marketing, processors division, at ARM. "Offering both time to market benefits for system integration and enhanced end-user experiences, we look forward to continuing to work closely with VMware as we enhance our support for virtualization."

What is VMware MVP?

VMware MVP is a thin layer of software that will be embedded on a mobile phone that decouples the applications and data from the underlying hardware. It will be optimized to run efficiently on low-power-consuming and memory-constrained mobile phones. The MVP is planned to enable handset vendors to bring phones to market faster and make them easier to manage.

Benefits to Handset Manufacturers

- Accelerated time to market: Today, handset vendors spend significant time and effort getting new phones to market due to the use of multiple chipsets, operating systems and device drivers across their product families. The same software stack does not work across all the phones and, therefore, must be ported separately for each platform. This process is slow and expensive and ultimately slows time to market. VMware MVP will virtualize the hardware, enabling handset vendors to develop a software stack with an operating system and a set of applications that is not tied to the underlying hardware. This will enable the vendors to deploy the same software stack on a wide variety of phones without worrying about the underlying hardware differences. At the same time, by isolating the device drivers from the operating system, handset vendors can further reduce porting costs because they can now use the same drivers irrespective of the operating system deployed on the phone.

- Easy Migration to Rich Operating Systems: Increasingly, handset vendors and carriers are looking to migrate from proprietary operating systems to rich, open operating systems to enable their customers to access the widest selection of applications. With this transition to open operating systems, protection of trusted services such as digital rights management, authentication, billing, etc. is becoming an increasing concern. VMware MVP will allow vendors to isolate these important trusted services from the open operating system and run them in isolated and tamper-proof virtual machines so that even if the open environment is compromised, the trusted services are not impacted.

Benefits to Businesses and End Users

- Multiple Profiles: Companies are under increasing pressure from employees to support employee-owned mobile devices. Choice, however, brings with it complexity in managing a wide variety of devices in terms of both cost and security. It also brings increased risk in securing and managing employee-owned devices, especially if they contain confidential information. VMware MVP will allow IT organizations to deploy a corporate phone personality that can run alongside the
employee's personal phone on the same physical device.

- Persona on the Go: Smart phones are quickly becoming a combination of a PC and a wallet rolled into one package. A person's phone persona - an individual's collection of applications, pictures, videos, music, emails, bank info, credit card information, PIM, etc. - is becoming much richer and more valuable. Consequently, the ability to protect and migrate personas will become an important purchasing decision. VMware MVP will save the persona as a set of files so that all the applications and data on the phone can be managed as a collection of files. People can then easily move their persona to a new device making the upgrade to a new phone virtually painless.

Visit www.vmware.com/mobile for additional information about VMware Mobile Virtualization Platform.

About VMware

VMware (NYSE:VMW) is the global leader in virtualization solutions from the desktop to the datacenter. Customers of all sizes rely on VMware to reduce capital and operating expenses, ensure business continuity, strengthen security and go green. With 2007 revenues of $1.3 billion, more than 120,000 customers and more than 20,000 partners, VMware is one of the fastest growing public software companies. Headquartered in Palo Alto, California, VMware is majority-owned by EMC Corporation (NYSE:EMC). For more information, visit www.vmware.com.

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Forward-Looking Statements

Statements made in this press release which are not statements of historical fact are forward-looking statements and are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Such forward-looking statements relate, but are not limited to, development of the VMware MVP, adoption by customers and the projections of market size and demand. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in consumer or information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization market, and new product and marketing initiatives by our competitors; (iv) our customers' ability to develop, and to transition to, new products; (v) rapid technological and market changes in virtualization software. These forward looking statements are based on current expectations and are subject to uncertainties and changes in condition, significance, value and effect as well as other risks detailed in documents filed with the Securities and Exchange Commission, including the report on Form 10-Q for the fiscal quarter ended September 30, 2008, which could cause actual results to vary from expectations. VMware disclaims any obligation to update any such forward-looking statements after the date of this release.

(1) Gartner, The Emerging Market for Smartphone Hypervisors, Monica Basso and Brian Gammage, September 17, 2008

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