



**PEO  
STRI**

# *Mobile Device Unique*

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9 June 2010

# How Many Devices?



2EO STRI



UAV Feed



Team Net



OC Data

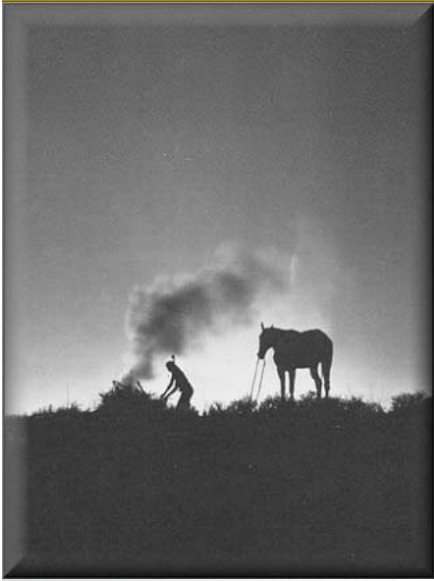


Army Email

Multiple Devices, batteries, accessories, signals, GUIs, data formats ... etc.

# DEVICES

# Evolution of the Device



Can you hear me now, Spock?



# Pecking Order

CEO STRI



iPhone



vs.



Android



Blackberry



Symbian  
symbian  
OS



Windows



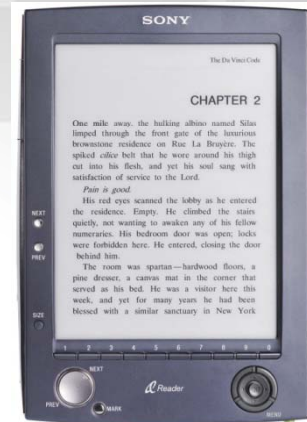
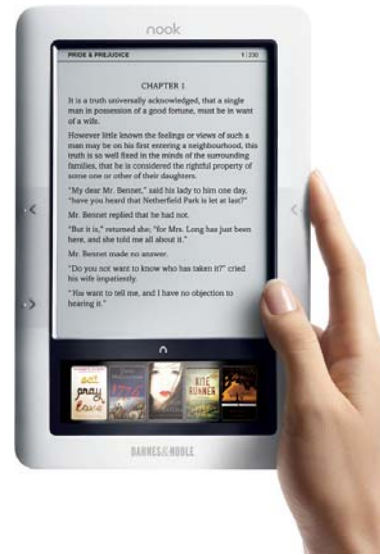
Palm/HP



Custom

# Hybrid Devices

2.0  
STRI



# Device Specs

2.0  
**STRI**



iPhone 3gs

Weight 4.5 oz  
Display: 320 x 480 pxl  
CPU: 600MHz ARM  
Battery: 5 hour talk on 3G  
RAM: 32GB  
Connect: 2G & 3G (7.2 Mbps)  
WiFi 802.11b/g  
Bluetooth 802.15.1 & 4  
Camera: 3.15 MP  
Speakerphone



Motorola Droid

Weight 6 oz  
Display: 480 x 854 pxl  
CPU: 550MHz ARM  
Battery: 6 hour talk on 3G  
RAM: 16GB  
Connect: 2G & 3G  
WiFi 802.11b/g  
Bluetooth 802.15.1 & 4  
Camera: 5 MP  
Speakerphone



Blackberry 9700

Weight 4.3 oz  
Display: 480 x 320 pxl  
CPU: 800MHz Marvell  
Battery: 6 hour talk on 3G  
RAM: 256MB / 2GB sim  
Connect: 2G & 3G  
WiFi 802.11b/g  
Bluetooth 802.15.1 & 4  
Camera: 3.2 MP  
Speakerphone

# Hardware Consolidation

250 STRI





# Mobile Unique



## Hardware

Motion Sensor/Accelerometer  
Multi-Touch Screen  
GPS  
Gyroscope  
Ambient Light Sensor  
eCompass  
Proximity Sensor  
Dual Cameras  
Microphone  
Bluetooth



## Software

Human-Machine Interface  
Sensor-based Apps

U

Speakerphone  
Cellular  
Wi-Fi

Long Battery



**APPS**

# iPhone Parrot AR.drone



- Fly using iPhone accelerometer
- Engine thrust using touch screen
- Camera feed to iPhone screen

# Most Popular Apps

# Militarized Versions



Communication = Collaboration, Planning

Music = Culture, Social Norms

Location = Intel Prep of Battlefield

Search = Intelligence Collection

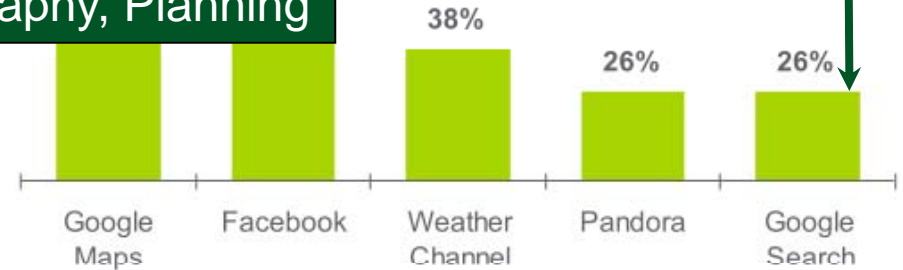
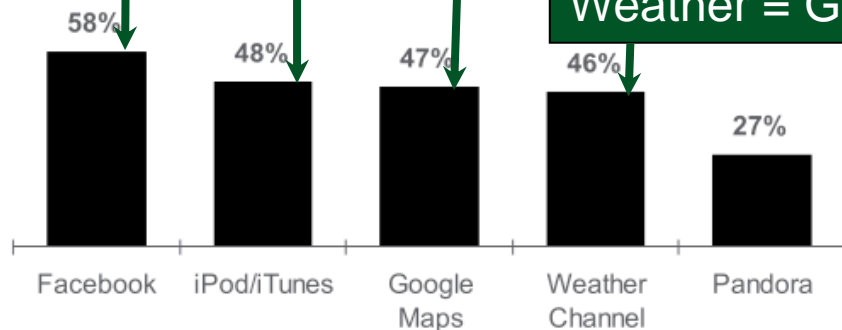
Weather = Geography, Planning

Most Popular Used Apps on the Android OS

Past 30 Day App Downloaders (n=503)

Most Popular Used Apps on the Android OS

Search = Intelligence Collection



Most Popular Used Apps on the BlackBerry OS

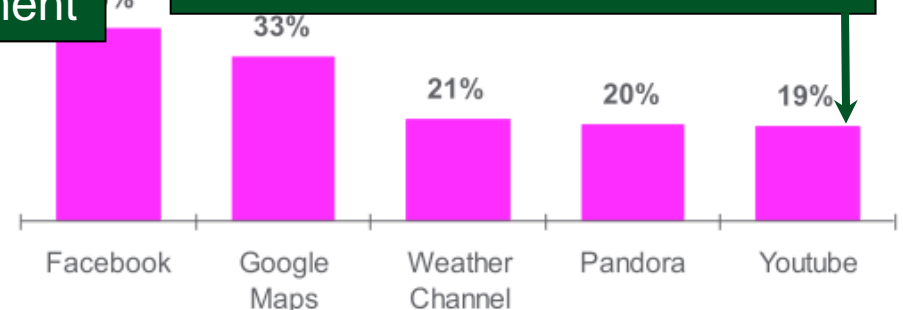
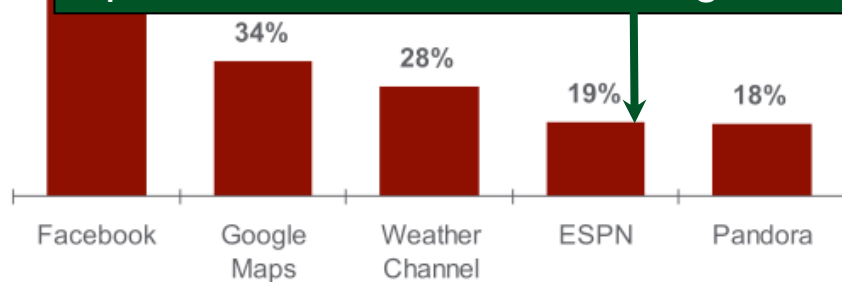
Past 30 Day App Downloaders (n=665)

Most Popular Used Apps on all Other Smartphones

Past 30 Day App Downloaders (n=503)

Sports Scores = Battle Damage Assessment

Video = Intel Distrib, UAV Feed



# Training Apps



2D and 3D Maps, Line-of-Sight fans, CADRG display, Terrain Modifications



Afghan Air Advisors Course developed for USAF Negotiation Center of Excellence (NCE)



Language Translation and Familiarity

# Government Apps



Washington DC Government apps to reach citizens



Civilian government watchdog apps



Army apps on AKO  
Good Discussion at:  
<http://govfresh.com/2010/03/developers-for-glory/>

# Apps 4 Army Competition



Army Knowledge Online - roger.smith14 (CAC Session) - Microsoft Internet Explorer provided by U.S. ARMY PEOSTRI

https://www.us.army.mil/suite/portal/index.jsp

APPS FOR THE ARMY

Home > My Account > Favorites > Quick Links > Self Service >

Search... AKO Content Search

Apps for the Army Home (Related Content)

AKO Home > DoD Organizations > Army > Headquarters, Department of the Army (HQDA) > Secretary of the Army (SA) > Army CIO/G-6 > Apps for the Army > Apps for the Army Home

Announcement

GEN Peter W. Chiarelli, Vice Chief of Staff of the US Army endorses the Apps for the Army challenge

Welcome to Apps for the Army

**APPS FOR THE ARMY**

**Developers, your country needs you.**

Apps for the Army is a web and mobile application development challenge for active duty Army, National Guard and Army Civilians. \$30,000 in employee cash awards, as well as public recognition are up for grabs. Do you have what it takes to build an app that delivers real value to the Army warfighter or business user? This is for you!

Download an overview (.pdf) | Watch a video overview (.wmv) | Watch Michael Krieger's Interview (.wmv) | milBook Collaborate on milBook

**Register Here**

|                              |  |                         |
|------------------------------|--|-------------------------|
| <b>26 Feb 2010 20:09 GMT</b> | Step 1: Read the Announcement Memo   | » Announcement Memo     |
| <b>26 Feb 2010 18:13 GMT</b> | Step 2: Read the Letter of Instruction (Detailed Rules & Regs)   | » Letter of Instruction |
| <b>17 Feb 2010 20:32 GMT</b> | Step 3: Download and fill out the Registration Form.   | » Registration Form     |
| <b>21 Feb 2010 19:34 GMT</b> | Step 4: Download and fill out the Commanding Officer/Supervisor Form.  | » CO/Supervisor Form    |
| <b>17 Feb 2010 20:36 GMT</b> | Step 5: Submit the Registration Form and Commanding Officer/Supervisor Form to CIO/G6ArmyApps@conus.army.mil | » E-mail Forms          |

Current | Previous | Next | Archived

**Collaboration & Information Sites**

- A4A Developers Group on milBook
- A4A Project Site on SoftwareForge.mil
- A4A Wiki Page in milWiki
- A4A Wiki Page in Intellipedia

**Competition Calendar**

**Upcoming Events**

Full Month View

|  |  |
|--|--|
| <b>Event:</b> Judging Period                         |  |
| <b>Time:</b> 6/1/2010 24:00 GMT - 7/1/2010 24:00 GMT |  |
| <b>Location:</b> Global                              |  |
| <b>Summary:</b>                                      |  |

All entries submitted by the competition deadline of 5/15/2010 will be evaluated by the judging committee during this period.

Done Trusted sites 100%

- Government-only
- 100 Teams Selected
- Judging June 1 to July 1

# Who sets standards?



Who controls the formula for Coca Cola distributed to the Army in the Middle East?

Hint: It is not 



Who will decide how an app works on an Army iPhone?

Coca Cola and Apple both value their brand image more than any amount of government revenue.



# Questions About Enterprise Mobile

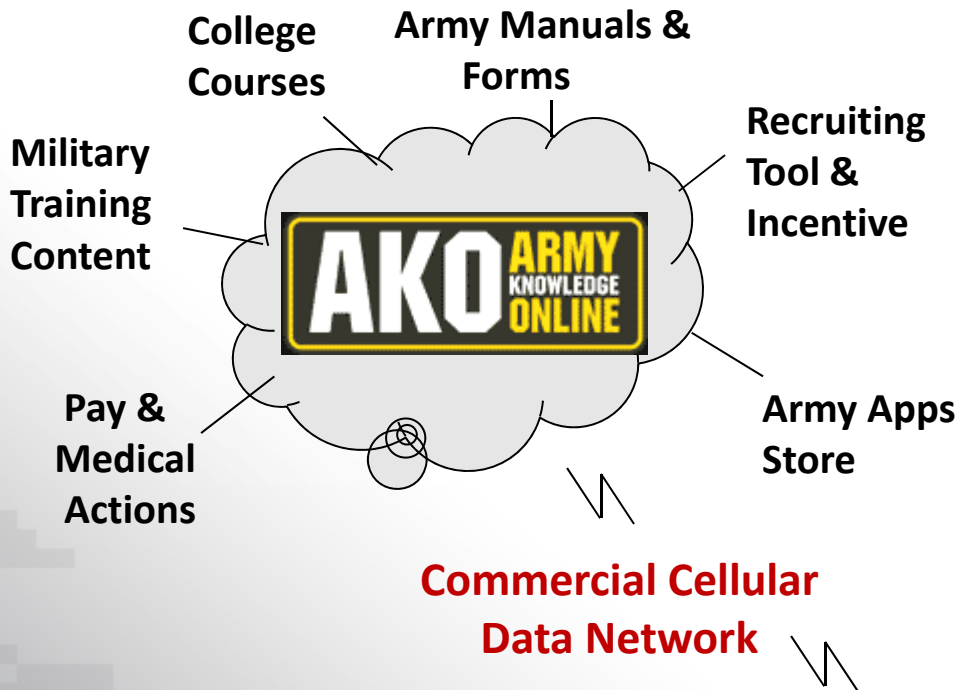


- **Can you create an Army AppStore?**
- **Can an App be multiplatform? (iPhone, Android, Blackberry, Windows)**
- **What level of oversight will the host platform enforce?**
- **Can an Army phone be locked out of the commercial AppStore?**
- **Are Army Apps hosted on Army controlled servers?**
- **Does the phone/OS support CAC access?**
- **Has the Army already purchased enterprise licenses with the provider?**
- **What technologies are prohibited on each platform? (e.g. Flash on iPhone)**
- **How does the mobile apps initiative support, diverge from, or conflict with the Army's Blackberry-centric practice?**
- **( ... add to the list ...)**

# Connecting Soldiers to Digital Apps



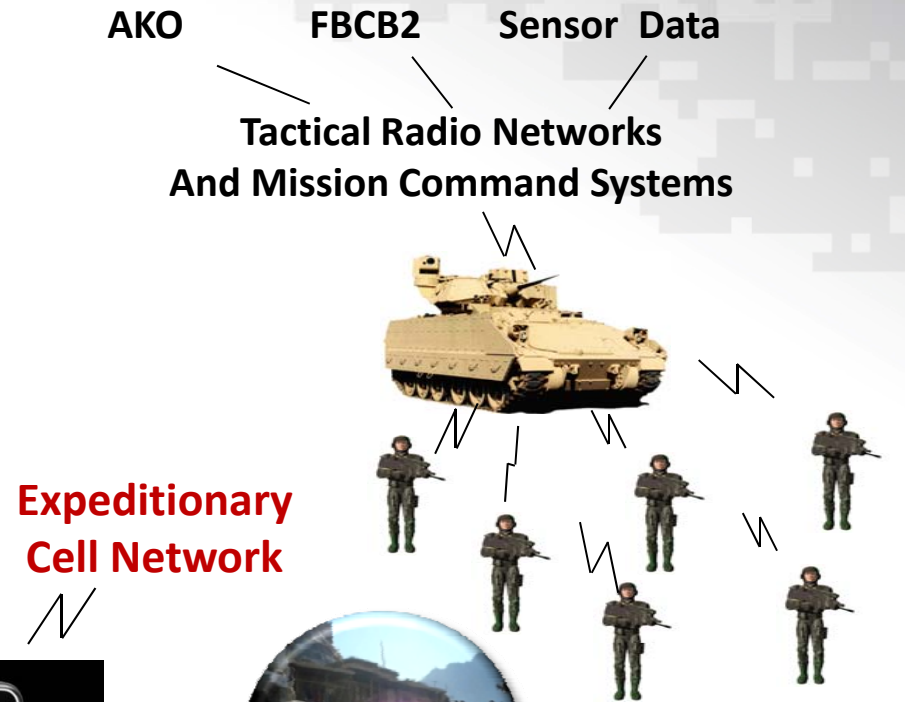
## PHASE I



Admin,  
Training,  
Job Aids



## Tactical PHASE II



Tactical  
Operations

