THIS IS OPERA SOFTWARE

OPERA
software

Opera, ae, f.(lat): work, labor, task, attention, care, service.

HIGHLIGHTS - 2001:

THE OPERA WEB BROWSER: 7 MILLION DOWNLOADS

OPERA SELECTED AS DEFAULT FOR THE CANAL+ TECH-NOLOGIES´ MIDDLEWARE SOLUTION MEDIAHIGHWAY

SYMBIAN LTD. CHOSE OPERA IN TWO OUT OF ITS THREE REFERENCE DESIGNS FOR COMMUNICATOR DEVICES

THE IBM NETVISTA INTERNET APPLIANCE SHIPPED WITH OPERA AS DEFAULT BROWSER

SHARP PICKED OPERA AS THE DEFAULT BROWSER FOR ITS ZAURUS PDA

OPERA INCLUDED IN EMBEDIX PLUS PDA, AN EMBED-DED LINUX SOLUTION WITH INDUSTRY LEADERS LINEO, INSIGNIA SOLUTIONS AND TROLLTECH

OPERA SOFTWARE

The Opera browser started out as a research project in Norway's telecom company, Telenor, in 1994, and in 1995, the project branched out into an independent development company named Opera Software AS. Opera Software develops the Opera Web browser, a high-quality, multi-platform product for a wide range of platforms, operating systems and embedded Internet products.

Opera's vision is to deliver the best Internet experience on any device. Opera's key business objective is to earn global leadership in the market for PC/desktops and embedded Internet products. Opera's main business strategy is to provide a browser that operates across devices, platforms and operating systems, and can deliver a faster, more stable and flexible Internet experience than its competitors.

STRATEGY
Opera's focus lies in developing a multi-platform, high-quality Web browser. The core or kernel is platform-independent, providing overall stability, and simplifying the porting of the Web browser to other operating systems.

This strategy has several benefits. All updates and improvements benefit the platform-independent kernel and in turn all browser versions of Opera. The layout engine is also continuously improved in order to offer the best Internet experience on any screen size or device. By adding thin platform layers to the outside, a variety of browser versions can then be created on the latest updated kernel to serve different needs.

Opera .. does an impressive job of rendering sites. Graphics, layouts and text are all rendered faithfully to their desktop equivalents and look superior to what's possible with Pocket Internet Explorer on Pocket PCs and the Blazer Web browser.

Leonard Fischer, USA Today

REACHING THE GOALS

Opera revvs up 9210i web browsing.

The result is a fully adapted version of Opera for Symbian OS that comes pre-installed on the Nokia 9210i, providing web support matched by only one other mobile device - the Sharp Zaurus SL-5500, which runs an adapted version of Opera for Linux.

Jørgen Sundgot, infosync.no

In June 1996, the first public Opera browser was released on the Internet, a shareware version of Opera that was made available to the public for the Windows platform.

The Opera browser received rave reviews for its small size, speed and stability. The browser not only survived in a fairly tough market, but it became a rival to the two major browsers Internet Explorer and Netscape. The free ad-sponsored version released in December 2000, was downloaded by 2 million users during the first month. At the end of 2001, the Opera Web browser had been successfully installed and downloaded 7 million times.

In the embedded space, Opera established itself as a leading browser developer during 2001, offering a full-featured browser that supports all open standards, including WAP and mobile profile, positioning itself as ideal for memory-constrained devices.

PARTNERS

Opera Software has been developing products with several key industry leaders, including Symbian, Sharp, Ericsson, Nokia, IBM and Canal+ Technologies in the embedded space, and entered agreements with partners such as Google, Lycos, Earthlink, Amazon and others for its desktop versions.

THE OPERA ORGANIZATION

Opera Software has been delivering products to several world leaders over the years, and has become known for its outstanding development. Today, Opera Software has 115 employees from 17 different countries. Opera's headquarters is located in Oslo, with subsidiary offices in Linköping and Gothenburg in Sweden.

Sharp Zaurus
In May 2001, Sharp chose the embedded software solution, 'Embedix Plus PDA', a solution from embedded industry leaders Lineo, Trolltech, Insignia Solutions and Opera Software. The Sharp Zaurus was unveiled at the Internet World Wireless West in San Jose, California.
The Sharp SL-5500 series includes a full set of applications for business productivity, personal information management, Internet content, entertainment, and synchronization with desktop PCs on the Linux embedded platform.

THE WEB BROWSER OPERA

For a typical user, a Web browser is merely a tool to view Web pages. However, others view it as the software that it is, demanding the highest quality and efficiency.

At Opera, we have established the 5 Ss of all code development to guide us in our development efforts:

Speed: Opera is renowned for being the world's fastest browser. Several independent magazine tests show that Opera is significantly faster than its competitors.

Small Size: Opera is much smaller than other major browsers, and has a small memory footprint. In its embedded edition, Opera is only 1.5 MB in size, and 3 MB in its desktop edition - yet it is all that is needed to surf the Web.

Security: Opera features all the technology needed to provide users with the best security: 128bit SSL encryption, v.2 and v.3, as well as TLS 1.0.
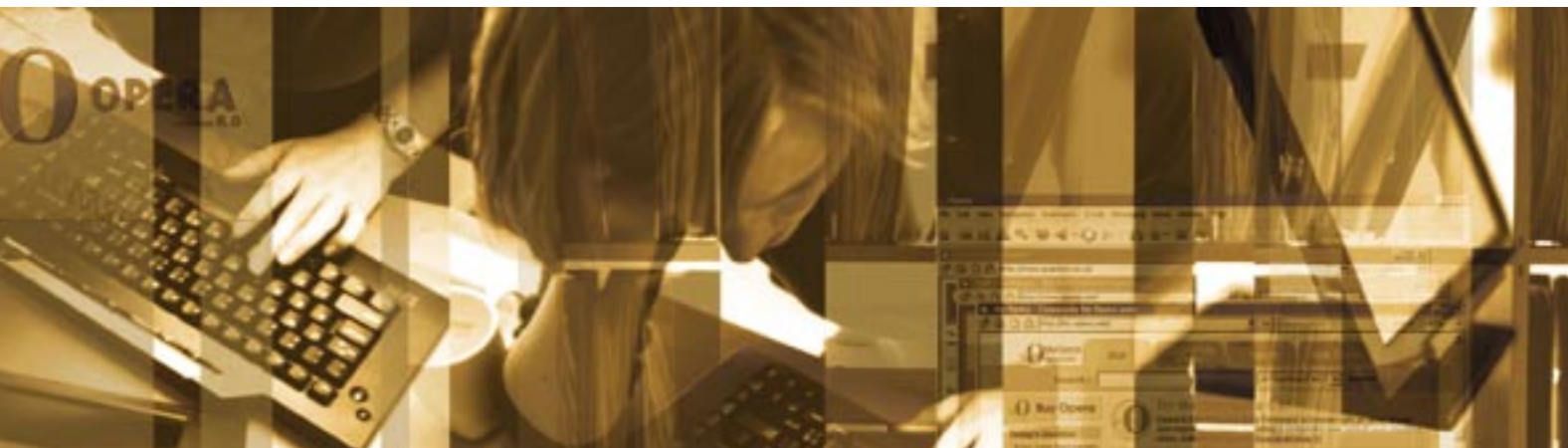
Standards Compliance: Opera supports all open standards needed to surf the Web, including mobile profile, markup languages (HTML and XML), style sheets (CSS1 and CSS2), as well as ECMAScript, JavaScript and DOM.

State of the Art: Opera provides users with quick keyboard navigation, unique mouse gestures and many other features that let users surf the Web faster. Choose to browse the Web your way, feeling how it is to surf the Web with a high-end browser that is flexible and customizable.

Whether you are looking for a better Internet experience from a desktop point of view, or as a customer choosing an embedded browser technology provider, Opera Software always delivers the best Internet experience on any device or operating system.

World Wide Web: With a background of system design in real-time communications and text processing software development, in 1989, Tim Berners-Lee invented the World Wide Web, an Internet-based hypermedia initiative for global information sharing. In 1990, he wrote the first Web browser and called it WorldWideWeb. Later, the browser was renamed Nexus, but the term stayed as a name and symbol for the new abstract information space - the World Wide Web. Tim Berners-Lee is now director of the World Wide Web Consortium (W3C), based at MIT, Massachusetts, USA.

NetVista Internet Appliance (IBM)
Opera for QNX was selected as the Web browser for IBM's NetVista Internet Appliance. The IBM NetVista Internet Appliance is a simple, compact device optimized for Web-based computing, such as browsing, e-mail and other applications.
The NetVista Internet Appliance is today an integral part of Royal Caribbean Cruise Lines' Anchors eWay effort to give crew members onboard, in-cabin access to the Internet and productivity applications.

OPEN STANDARDS

Linux: The Linux platform, an open-source variant of Unix, has gained much momentum lately, primarily as a server platform, but increasingly as a desktop and embedded operating system.

Symbian Ltd.: A joint venture between Siemens, Matsushita, Motorola, Nokia, Psion and Sony-Ericsson.

Symbian OS/EPOC: An operating system that is specifically designed to cope with low-resource environments. The code is very efficient, providing extended usage time, and is complemented with a general user interface (GUI) that is fully configurable.

QNX: The QNX OS is compact and robust, and has been used to build reliable applications for a wide range of technologies stretching from consumer electronics, telecommunications, and automotive systems to emergency alarm systems..

One of Opera's competitive advantages is its support for open standards. Opera Software wants users to get the best Internet experience on any device. As such, Opera Software supports open standards that ensure interoperability across platforms, and the many types of devices used to access the Internet.

The World Wide Web Consortium (W3C) is an international coordination body created to ensure the continued technical development of the Web. Within the W3C, the common languages and conventions of the Web are developed, coordinated and tested. The main goal of the W3C's work is to ensure universal access, a semantic Web and a Web the users can trust.

Opera Software has taken an active part in the W3C most noticeably through the work of its CTO, Håkon Wium Lie. Lie was the first to suggest the concept of Cascading Style Sheets (CSS) in 1994, and he later joined the W3C to strengthen the standards in the consortium. In 1999, he was listed among Technology Review's Top 100 Innovators of the Next Century, and he is currently a member of W3C's Advisory Board.

OPERA PROTECTING OPEN STANDARDS

The alternative to a Web where the W3C coordinates development is a Web controlled by private monopolies. Today, most pages on the Web do not support open standards. Web pages that are specifically designed for Internet Explorer or Netscape may experience display problems in other browsers. Over the years, Opera has perfected emulating this code, and today Opera can display most of these non-standard pages.

There is still some work to be done, but at Opera we believe it is important to push for open standards, enabling our partners and users to access the Web from any device, and always with the best possible Internet experience.

MARKET AND FUTURE POTENTIAL

The Internet had a breakthrough in the 1990s, with millions of people all over the world trying out and using this incredible new communication medium. Since then, the growth in Internet traffic has been tremendous, and the trend is continuing. In the future, not only will the sheer number of Internet users increase; the way they access the Internet will also be different. Until now, most users have connected through a PC/desktop from home or work, running the Windows operating system.

A shift is taking place, with the Internet moving out of the confines of the traditional desktop computer and into many new environments, such as that of smartphones, PDAs, infotainment devices, or systems as diverse as car navigation systems, and in-house and office applications.

OPERA – THE LEADING ALTERNATIVE BROWSER

Most large vendors of embedded products would like to use alternative operating systems in order to avoid Microsoft dominating this market as they have the PC/desktop market. Opera is the ideal Web browser choice for this platform environment: it is small, fast, configurable, and can easily be ported onto new platforms.

The growing number of users of Opera´s desktop versions has been invaluable to the development of Opera embedded. Opera has continually received feedback from the many millions of users who have used Opera for their daily Internet surfing needs, and they have provided invaluable feedback for improvements and continued development.

Currently, the Opera Web browser is available on many different operating systems, including Windows, Linux, Mac, Solaris, Symbian OS, QNX and BeOS, as well as Canal+ Technologies' middleware Mediahighway. Opera embedded delivers browser technology editions for smartphones, PDAs and infotainment systems.

OS or operating system: The main function of an operating system (OS) is to provide a basis for software developers, called the Application Programming Interface (API), which can be used to access the hardware without writing system-dependent code. An operating system "talks" to the hardware and manages a computer's functions, such as allocating memory, scheduling and supervising or protecting tasks, accessing disk drives and supplying a user interface. Operating systems are also responsible for security (user authentication). Modern operating systems are typically built in layers, with each adding new capabilities. The foundation layer is the core or 'kernel', which is the only platform-dependent layer.

EXECUTIVE TEAM

Jon S. von Tetzchner I Co-founder/CEO
Tetzchner worked for Telenor Research from 1991 to 1995, when he and his colleague Geir Ivarsøy founded Opera Software ASA.
Tetzchner holds a master's degree in computer science from the University of Oslo.

Håkon Wium Lie I CTO
Wium Lie is a Web pioneer, having worked on the WWW project at CERN, the cradle of the Web. He first suggested the concept of Cascading Style Sheets in 1994, and he later joined the W3C (the World Wide Web Consortium) to further strengthen the standards. In 1999, he was listed among Technology Review's Top 100 Innovators of the Next Century. He's currently a member of the W3C's Advisory Board, Technology Review's "TR 100," and World Economic Forum's "Technology Pioneers."
Lie holds a master's degree in visual studies from MIT's Media Laboratory, as well as undergraduate degrees in computer science from West Georgia College and Østfold College, Norway.

Rolf Assev I Executive VP Sales & Marketing
Assev worked four years for the Lillehammer Olympic Organizing Committee in the marketing department where he was responsible for developing and negotiating the international and national sponsor contracts. He then joined Scandinavia's leading PR company, Geelmuyden.Kiese, where he worked four years as a senior consultant responsible for the IT-sector, primarily as key account manager for Microsoft.
Assev holds a master's degree from the Norwegian School of Economics and Business Administration.

Christian Jebsen I CFO/COO
Jebsen worked six years within corporate finance and investment banking in London. He then joined Corporate Finance of Enskilda Securities in Stockholm and Oslo where he stayed for another two years. From 1998 to April 2000, Jebsen worked at Stavdal ASA, the last year as CEO. Stavdal ASA, which was listed on the Oslo Stock Exchange, was acquired in January 2000, at which time Jebsen joined Opera Software.
Jebsen holds a bachelor's degree in business economics from Copenhagen Business School.

Lars Boilesen I VP Sales Embedded Products
Boilesen started his career in the LEGO Group as sales and marketing manager for Eastern Europe. Four years later he joined Tandberg Data ASA, changing his regional focus to the markets in Northern Europe/Asia/Pacific, the last year assuming the position as vice president for worldwide sales.
Boilesen holds a bachelor's degree in business economics from Aarhus Business School.

Christen Krogh I VP Engineering
Before joining Opera, Christen Krogh worked as research director at SINTEF Telecom and Informatics, and as business developer at TV 2 Interaktiv. His previous work experience includes assignments as research scientist at various research institutes, as well as the position as adviser and group leader.
Krogh holds an interdisciplinary doctorate degree from the University of Oslo, and a bachelor's degree in computer science from Glasgow University.

The Opera browser
"…it seems as if your Internet connection has been mysteriously upgraded."

Matthew Herper, Forbes

SIMPLY THE BEST INTERNET EXPERIENCE