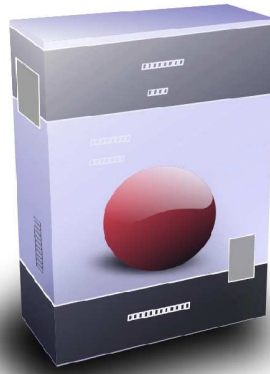**New Project: Kool Desktop Environment (KDE)**

- 14 October 1996

In 1996, when Matthias Ettrich founded KDE, the reasons were clear: to make a desktop for Linux that was as good as those available on Windows so that 'normal' people could use Linux.
But we achieved that some time ago...

What is KDE in 2011?

So, what is KDE today?

Officially it is a community of people, but we are still very much defined by the software we produce.

For many people 'KDE' still refers to a desktop environment, but what we produce now is so much more than that and it is growing all the time.

What is KDE software?

Are these examples of KDE software?

Marble, digiKam and KDEPIM have releases that are (sometimes at least) independent of the KDE software compilation.

Marble is also available in a pure Qt version with no KDE Platform dependencies.
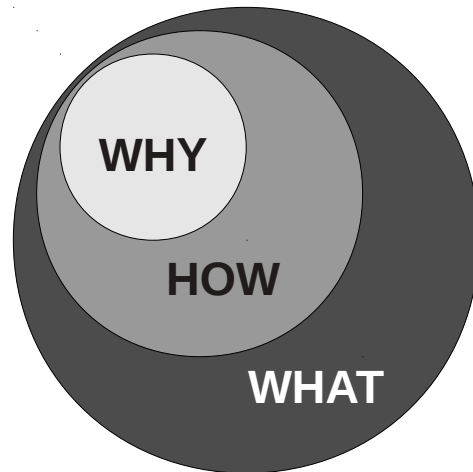
Phonon and Akonadi do not depend on other KDE software.

ownCloud is not desktop software at all and does not build on the KDE Platform

Necessitas is also not using existing KDE software, it sits below what we traditionally thought of as 'KDE'

How do we define KDE today?

Why? How? What

WHY

HOW

WHAT

• TED Talk: ur1.ca/4ttu9

A while ago, Cornelius sent an email to the kde-promo mailing list asking what was the 'why' of KDE. He referred to a TED talk (link above) that discussed how some organisations inspire while others do not.

All groups know what they do, most know how, but not that many know why – or at least they fail to express it.

Consider Netscape: we make a great browser, we do it using all our expertise and knowhow and we do it because... um.

World: Yawn.

Mozilla: we want to take back the web, prevent what once belonged to all of us from being controlled by one company. We do this by making a better browser and the result is Firefox.

About KDE

WHAT

• The KDE Community is an international technology team dedicated to creating a free and user-friendly computing experience, offering an advanced graphical desktop, a wide variety of applications for communication, work, education and entertainment and a platform to easily build new applications upon. We have a strong focus on finding innovative solutions to old and new problems, creating a vibrant atmosphere open for experimentation.

Desktop summit

So how does KDE describe itself?
The slide text is from our homepage and is the main description of KDE. It's heavy on the 'what', but barely touches on the how and misses the why completely.
Why should anyone care about us?

The 'Why' of KDE

• KDE software is a result of the pursuit of freedom

- Aaron Seigo

• Everyone should have access to great technology

– Cornelius Schumacher

So what is the 'why' of KDE? Several of us responded
and the word cloud shows our answers. Freedom
and people feature strongly, as also reflected in the
quotes from Cornelius and Aaron's answers.
These form a good foundation for the 'why' of KDE.

About KDE

- We exist to give everyone access to great technology, software that makes you free.
- Our worldwide community continuously innovates to produce the best software.
- The result is a leading range of software for Linux, Windows, Mac OS, tablets, smartphones, media centres and more. All of it is free.

WHY

HOW

WHAT

Desktop summit

So, how do we describe KDE, starting from the 'why'? This instantly sounds a lot more interesting – KDE sounds like a cool community to connect with.

Our story

Software
made with
love

Desktop
summit

Building on the 'why' of KDE we can come up with
some different concepts about how we tell our story.
Most people take a while to understand the concept
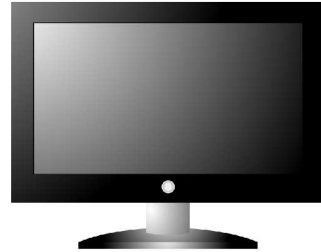and importance of software freedom.
However, people do understand – and are shocked by
– the concept of people creating all that KDE creates
for free, for love.
That gets people's attention and may make them
curious enough to try the software. If they like it,
they'll learn about how it is really different later on.
Free (as in beer) is also an attention grabber in some
cases.
However most users won't reinstall on OS for this...

So what does that mean for the software highlighted earlier?

If we want to give everyone access to our great, free software, then we cannot ignore new devices and ways of using computers – or non-free operating systems.

We need to get our stuff everywhere.

How?

Bring **Green** Technology
into your living room

Slimm and quiet - this **MC** will make your daily
computing experience a **pleasure.** Complete with a slew
of **excellent, creative tools** for work and play this fine piece
of technology will make your daily computing **simply simple**

• www.asimplecomputer.com

Check it out

Noiseless perfomance
combined with power

Desktop Experience   Simply Netbook   Mobile Power

• BoF at 10 on Wed in room 1.405/1

But it is not enough to make it, we need to make our software easy to obtain.

Few people will re-install an OS on their device or do anything technical/unsupported.

We need good installers for all platforms

We need to be in as many app stores as possible

We need to have channels to have our software pre-installed on hardware devices (like Ubuntu/Dell)

We have made some progress – Xompu and Open-PC systems, but both are specialised – Xompu gives only a few options and Open-PC is mostly for geeks.

The new hope is Mario Fux's new offer – three computers set up with KDE software, a printed manual, fully preconfigured and 10Euro from each is shared between Debian and KDE e.V. Find out more in the BoF at 10 on Wed in room 1.405/1 or at www.asimplecomputer.com or www.eineinfachercomputer.com

What is KDE software?

- Gives everyone access to better technology.
- Software that makes you free.

If we want to protect freedom in a world where more and more is stored online, then ownCloud is essential to keep control over your data.

Necessitas is a requirement for eventually getting KDE software running on Android, apparently our best hope for free software on smartphones

A Qt-only version of Marble is essential in getting KDE software onto Windows, Mac and mobile devices until issues with cross platform KDE software are resolved.

We don't have to landgrab all software for KDE – where there are other communities like GNOME doing great stuff, we can leave them to it (or help). But we should not be afraid to expand our activities to support our core aims.

Questions?

- Graphics from Open Clip Art Library
  - openclipart.org