Embedlet Marketing

The seed idea that inspired the Embedlets project was finding a viable market for Embedded Java. Most of the project's members have been working with Embedded Java since the late 1990s and we fully expected Embedded Java to grow as quickly as the other areas of Java. By mid 2002, however, it became aparent that Embedded Java was growing much slower than expected and this promped us to openly acknowledge this fact, develop theories as to the cause and then to develop a strategy to overcome the problem.

- This is one theory which explains why Embedded Java has been so slow to 'take off'.
- Here is another theory that shows a significant problem (opportunity!) that Embedded Java is uniquely qualified to address.
- And finally, here is a strategy which shows how Embedlets have been designed to solve the problem.

© 2002 Apache Forrest

Copyright © All rights reserved.