

Friday, July 20, 2007

### **Serverwatch about "open" AIX**

Serverwatch comments the "open" AIX marketing stunt: It sounds to me like IBM wanted to get the "OSS Bump," where anything associated with the term open source gets more notice from the tech media and the media readers. (This is similar to the Colbert Bump granted to guests of The Colbert Report.) By calling something "open" instead of "public," perhaps IBM was hoping to get that bump and give the impression, if only for the few seconds it takes to capture a reader's attention, that somehow AIX was opening up. IBM hasn't put a single line of AIX to the open source, thus AIX doesn't deserve the "open" moniker.

Posted by Joerg Moellenkamp in English, The IT Business at 10:29