Introduction

- Established in 2015 (2018), NL
- Customisable
- Custom laser engraving
- Dasharo coreboot firmware
- Windows and GNU/Linux (or both)
- Privacy and security focused
- Right to repair and sustainability
- https://novacustom.com

Contents

- Firmware related roadmap
- Fedora Ready
- Update: Hardware kill switches
- Intel Boot Guard e-fusing
- Marketing strategy: other companies vs NovaCustom
- For those who missed it: new products
- USA: import tariffs
- Outro

Firmware related roadmap

Q2/Q3-2025:

- Fedora Ready Program ✓
- EDK 2 rebase (old models, too)
- UEFI Capsule Updates
- Intel Boot Guard support
- Sleep-and-charge ports
- Quiet boot and fast boot
- Increased performance for iGPU/-TU models
- NVIDIA dGPU disabling
- Bug fixes

Upcoming considerations:

- fwupd/LVFS support
- Ability to disable M.2 SSD
- AMD models (late 2026)
- More suggestions?

Fedora Ready!

- V54 Series
- V56 Series

- Not an official certification / formal partnership
- Support Fedora hardware vendors
- Helps users who search for Fedora pre-installed

- No modifications
- Out of the box

- FLOCK2025
- Bronze sponsorship

- Fedora added to the test scope
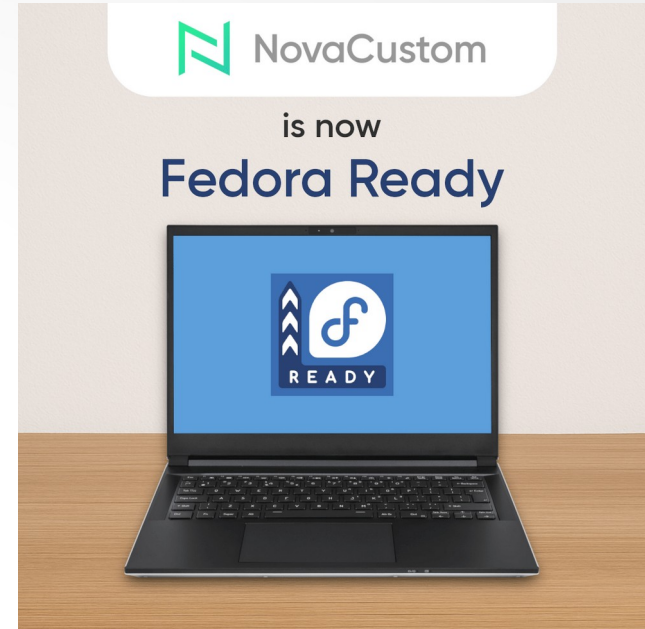
Update: hardware kill switches

- Privacy feature
- Switch for WiFi+BT and camera+mic
- Limited space posed a challenge
- Since April 2024
- High development costs
- Purchasing costs passing 100 EUR already
- Turns out to be unreliable

Unfeasible

Intel Boot Guard (e-fusing)

- Trusted firmware
- Cryptographic keys
- E-Fusing: One-time programmable fuses (CPU)
- Prevents BIOS-level attacks
- Permanent
- Vendor lock-in, user freedom
- Optional
- Keys managed by NovaCustom
- Prevent leaked keys (MSI, Lenovo, Clevo's proprietary firmware, etc.)
- Optional later on: custom keys

Marketing strategies: others vs NovaCustom

Others:

- Search Engine Optimization (SEO)
- Search Engine Advertising (SEA)
- Social media posts (unpaid)
- Social media posts (paid)
- Influencer marketing
- Content marketing (tutorials)
- Tracking and target marketing
- Promotion of the very latest hardware

NovaCustom:

- Search Engine Optimization (SEO)
- Social media posts (unpaid)
- Influencer marketing (channels like Linux Expirment & Techlore)
- Content marketing (tutorials)
- Anti-cookies, privacy-focused
- Highlighting security
- Sponsorship of related events

Organic grow, like-minded people.

New products: Mini PC and smartphone!

- Nuc BOX
- Dasharo coreboot

- Smartphone
- CalyxOS

- Previous vPub/DUG presentation

Custom key

Volume +

Volume -

Power
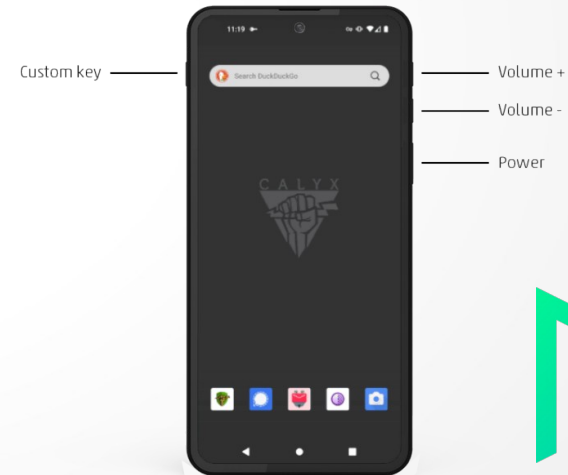
Constantly changing US import tariffs

- US administration
- Import tariffs
- Impact on international trade
- Weekly monitoring of tariffs
- Transparency and fairness in pricing
- Delivery Duty Paid (DDP)
- Included in the sales price

ENGAGE! REPORT! BE ACTIVE!

To report: https://github.com/Dasharo/dasharo-issues/issues
To discuss: https://novacustom.com/forum
To chat: https://matrix.to/#/#dasharo-osf-vpub:matrix.org