

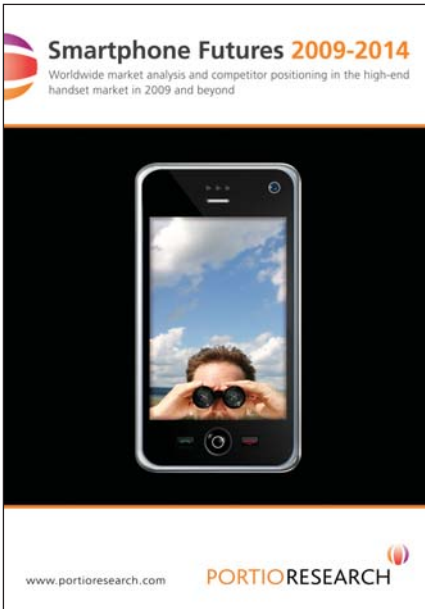
Smartphone Futures

2009-2014

Worldwide market analysis and competitor positioning in the high-end handset market in 2009 and beyond



- Fully understand the rapidly-developing smartphone market
- Vendors, Operating Systems, App stores, Forecasts and Market Shares
- Covers Apple, RIM, Nokia, HTC, Motorola, Sony Ericsson, Palm, NEC, Samsung, Sharp, Symbian, Microsoft, Android and much more

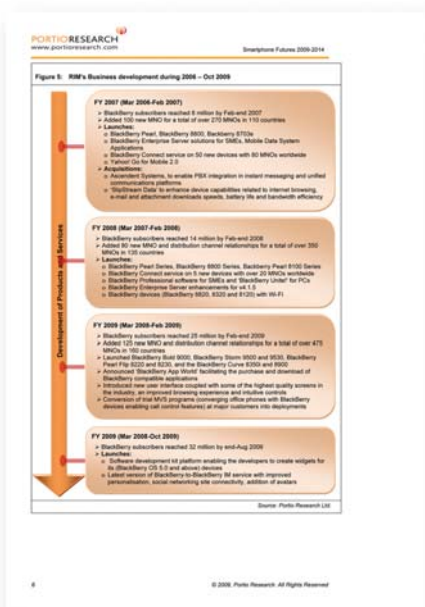


Smartphone Futures 2009-2014

Worldwide market analysis and competitor positioning in the high-end handset market in 2009 and beyond

Key features of this exciting new market study:

- > Analyze the major players and how the battlegrounds are playing out
- > Examine the positioning of Operating Systems and App Stores
- > Explore opportunities in this growing segment
- > Study vendor profiles, learn more about the key players
- > Plan using handset and smartphone forecasts to 2014
- > Compare iPhone and BlackBerry growth
- > Gain insight into the associated benefits of smartphone development
- > Read about regional variations, understand key markets for certain vendors



Place your order NOW!

Email us at

sales@portioresearch.com

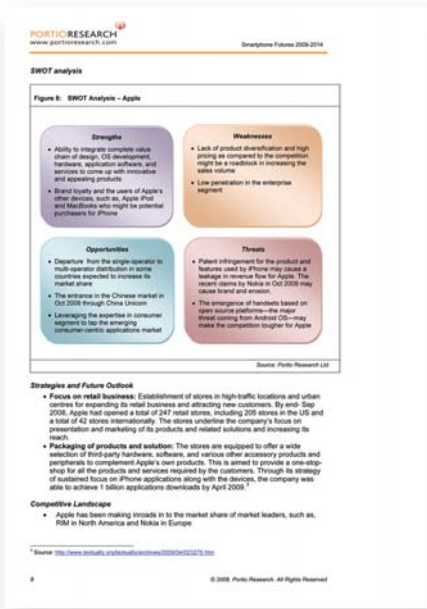
OR

Fill out and fax back the priority order form at the end of this brochure.

This timely new report examines the changing scenario of the Mobile Handset industry and the exciting emergence of the Smartphone segment. Key areas addressed in this detailed must-have study include the evolution of the mobile handset industry, discussing important aspects such as its changing dynamics induced by the growth of smartphone sales and the impact of recession.

We also look at the value chain related to products and services pertaining to the Smartphone market, and we study key developments in the Smartphone market, highlighting the evolving market scenario and repositioning of smartphone vendors with the market entry of potential challengers for Nokia and RIM, such as Apple, HTC and more.

The report includes for you an overview of the major Smartphone Operating Systems and the applications market, looking at App Stores and other factors affecting the overall development of the growing high-end handset market.



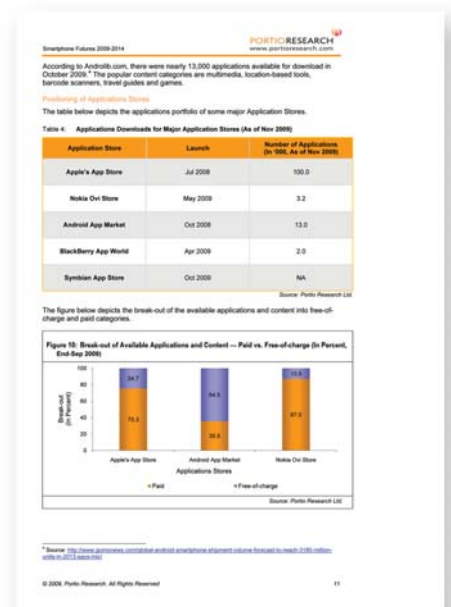
Building on the scope of our popular “iPhone vs. BlackBerry report”, this new market study looks at the entire smartphone ecosystem in eight fact-filled chapters:

- > Introduction
- > Smartphone Market
- > Smartphone Value Chain
- > Smartphone Vendors
- > Operating Systems
- > Applications and Content Market
- > Summary and Conclusions
- > Appendices

While worldwide handset shipments have shrunk during the turbulent economic slowdown of 2008-2009, smartphone shipments have seen moderate growth, driven primarily by demand in the developed markets of North America and Europe. With worldwide smartphone shipments expected to total 159 million in 2009, smartphones will account for 13.8 percent of 2009 worldwide handset shipments, and grow to measure nearly 25 percent by end-2014, when smartphone shipments hit almost 371 million. Significantly, worldwide smartphone shipments during 2009-2014 are expected to grow at an impressive Compound Annual Growth Rate (CAGR) of 18.5 percent, over triple the CAGR of handset shipments.

Further reasons to buy this research:

- > New and essential forecasts and market data
- > Learn how local vendors fight off global heavyweights
- > Compare the pre and post iPhone eras
- > Uncover the vendors to watch and fear
- > Appreciate the vital role of App Stores
- > Assess vendor market shares and shipment forecasts
- > Benefit from worldwide and regional level analysis
- > Identify new ancillary revenue streams
- > Improve familiarity with operating systems



Place your order NOW!
 Email us at
sales@portioresearch.com
 OR
 Fill out and fax back the priority order form at the end of this brochure.

Smartphone Futures 2009-2014

Worldwide market analysis and competitor positioning in the high-end handset market in 2009 and beyond



Condensed Table of Contents

- Chapter 1: **Introduction (Handset Market Summary; Emergence of Smartphones)**
- Chapter 2: **Smartphone Market**
- Chapter 3: **Smartphone Value Chain**
- Chapter 4: **Smartphone Vendors (Brief profiles of leading vendors, Key developments and Positioning of Smartphone vendors)**
- Chapter 5: **Operating Systems (Brief profiles of leading OS providers, Key developments and Positioning of OS providers)**
- Chapter 6: **Applications and Content Market (Key developments and Positioning of App Stores)**
- Chapter 7: **Summary and Conclusions**
- Chapter 8: **Appendices (including full glossary of terms)**

Place your order NOW!

Email us at

sales@portioresearch.com

OR

Fill out and fax back the priority order form at the end of this brochure.

Whilst every care is taken to ensure the details contained herein are accurate and true to the best of our knowledge, the Table of Contents and prices in this brochure are subject to change without notice, at the publishers discretion. All rights reserved. Portio Research Ltd.

A complete Table of Contents with a full list of the 70+ Figures and Tables is available online at: www.portioresearch.com

List of Figures and List of Tables

Report includes over 70 Figures and Tables. This vast array of data includes:

- Worldwide Handset Shipments
- Worldwide Handset Shipments – Regional Contribution
- Worldwide Handset Revenues
- Market Share of Handset Vendors – Worldwide
- Worldwide Smartphone Shipments
- Smartphone Shipments Growth and Smartphone Share Growth – Worldwide
- Growth in BlackBerry and iPhone Users
- Smartphone Shipments as a Percentage of Handset Shipments – Worldwide
- Worldwide Smartphone Shipments – Regional Contribution
- Smartphone Value Chain
- Smartphone shipments by major vendor
- Market Share for Smartphone Vendors
- Regional Break-out of Smartphone Shipments by vendor – HTC, Nokia, RIM, and Apple
- SWOT Analysis – Nokia, RIM, Apple, HTC, Motorola, Sony Ericsson and Palm
- HTC's Evolution from ODM to OEM
- Market Share for OS-enabled Smartphone Shipments
- Regional Break-out of Smartphone Shipments by OS – Symbian, BlackBerry OS, Apple iPhone OS and Microsoft OS
- Smartphone shipments and smartphone market share by OS – BlackBerry OS, Apple iPhone OS, Symbian OS, Microsoft OS and Android OS
- Apple's App Store Growth
- Distribution of Apple's App Store Apps by Category
- Nokia Ovi Store's App Store Apps by Category
- Break-out of Apps and Content – Paid vs. Free-of-charge
- Android OS-based smartphone releases in 2009
- App Downloads for Major App Stores
- Positioning of Smartphone Vendors and Operating System Providers

Please see our website for a full list of figures and tables:
www.portioresearch.com

Priority order form for Smartphone Futures 2009-2014

Name _____

Company _____

Position _____

Postal address _____

City _____ Region/State _____

ZIP/Postal code _____ Country _____

Phone _____ Fax _____

Email _____

Please accept my order for 'Smartphone Futures 2009-2014'

(please tick)

- 1-5 user Team Licence:
£995 GBP / \$1795 USD / €1100 Euro
- Small or medium size Company Licence:
£1795 GBP / \$2995 USD / €1995 Euro
- Large Corporate Unlimited Licence:
£2495 GBP / \$4250 USD / €2795 Euro

NB: UK prices do not
include VAT, please add
VAT at 17.5%

Fax this form to:
+44 (0)1249 656967

Please accept my payment by credit card:

Card Type: VISA / MASTERCARD / AMEX

Card No

Expiry Date: Month Year

Name on card _____

Signature _____

- Please invoice me:

Billing address if different from above: _____

Your purchase order number _____

- I wish to make a bank transfer, please send me bank account details

How to order this new report NOW...

To place your order for this new study, please contact us in one of the following ways:

Email us at
sales@portioresearch.com

Call us on
+44 (0)1249 656964

Fax your purchase order to us
on **+44 (0)1249 656967**

Fax the order form on
+44 (0)1249 656967

Portio Research Ltd is an independent UK-based research company, focused on providing high quality, data-centric reports and database products.

Our Customers

Some of the leading companies who have previously purchased our reports or services include: **Alcatel : Amoi Electronics : Belgacom Mobile : Bell Canada : Boost Mobile : BT : Bulletin Wireless : Cotel International BV : Cingular : Cisco : Converse : Critical Path : DoCoMo Labs USA : Dolby Laboratories : End2End Mobile : Ericsson : Gemplus : InfoSpace : iTouch Plc : ITU : Kyocera Wireless : LogicaCMG : Microsoft : O2 : MobiNil Egypt : Motorola : MTC Vodafone Bahrain : MTN Nigeria : NEC : Nokia : Novatel Wireless : Openwave Systems Inc : Playboy TV : Pannon GSM : Samsung : Saudi Telecom Company : SavaJe Technologies : Sendo : Sierra Wireless : SingTel : Sony Corp : SurfKitchen : Swisscom Mobile : Telcordia Technologies : Teleca : Teleglobe : TruePosition : U.S.Cellular : Ubiquity Software : Vimpelcom : VIPnet Croatia : Vodacom South Africa : Vodafone Group : Zi Corporation**

Details you provide on this order form will be held by Portio Research Ltd and may occasionally be used for marketing purposes, but only in relation to goods or services that we believe may be of interest to you. No details will be disclosed to third parties and we do not rent or swap our databases with external marketing companies. If you do not want your details to be retained on our database, please indicate here by ticking this box. []