

# Ultra Mobile Devices

The Ultra Mobile Devices (UMD) service examines the emerging category of intelligent mobile consumer devices that range from Smartphones to mobile Internet devices (MIDs) and ultra mobile PCs (UMPCs). With a long list of potential form factors and features for ultra mobile devices (UMDs), this service analyzes the six key areas that will shape this market through the end of the decade – new business models, new communications technologies, new user applications, new technologies, performance requirements, and software.

## Areas of Coverage

- Business models – Subsidized vs. Purchasing, Revenue Sharing, Common Standards, Pay per Use/Pre-Pay, etc.
- New Communications Technologies – 3G/4G and Long-Range Wireless Broadband (WiMAX, LTE, EV-DO, etc.)
- New Applications – Mobile Content Creation & Manipulation, Social Networking, etc.
- New Enabling Technologies – Batteries, Displays, UWB Interfaces, GUIs, etc.
- Performance Requirements – ARM vs. X86, HDD vs. SSD, Form Factors
- Software – Browsers vs. OSs, Local Applications vs. Hosted Applications, Local Data vs. Hosted Data

## Issues Addressed

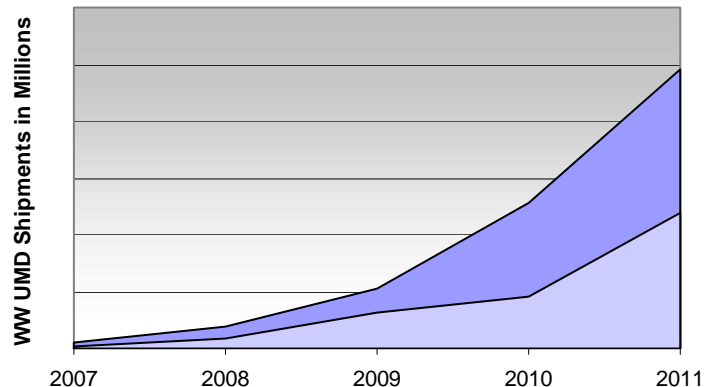
- The potential and direction of the UMC market
- The critical technologies for UMDs
- The potential usage models for UMDs
- The battle between competing business models for services
- The challenge of balancing the user interface, performance of the UMDs, the communications medium, and the service networks to develop a rich user experience

## Example of the Typical Level of Detail:

Worldwide UMD Shipment Forecast (units in millions)

	2007	2008	2009	2010	2011
<b>Optimistic</b>	0.21	0.77			
<b>% Growth</b>		266.7%			
<b>Conservative</b>	0.1	0.35			
<b>% Growth</b>		250.0%			

Source: In-Stat, 3/07



Source: In-Stat, 3/07

■ Optimistic ■ Conservative

# Ultra Mobile Devices, Cont.

## Data Elements:

- Unit, revenue and ASP forecasts for critical technologies
- Unit forecasts for UMDs by form factor
- Power and performance comparisons of competing technologies
- User preferences and price points

## Critical Questions Answered:

- What will be the usage models of UMDs?
- What will be the features and form factors of UMDs?
- What technologies and companies will win in this segment and why?
- What will be the effect of new business models on the market?
- What will drive growth inflection points and when?
- What is the impact of UMDs on the broader semiconductor, electronics, and communications markets?

## Regions Covered:

- Global

## Integrated Primary Research Elements:

With over 25 years as a company and recognized analysts, In-Stat has key knowledge and relationships with the key technology suppliers and market drivers. In-Stat's in-house primary research capabilities, including a 16,000 member panel of early adopters of technology, are used to generate first-hand data to analyze a variety of topics, including:

- Current and future user expectations
- Critical price points
- Preferred purchasing and service models
- Trends in technology use

## About In-Stat:

In-Stat is the leading provider of actionable research, market analysis and forecasts of advanced communications services, infrastructure, end-user devices and semiconductors. Our insights are derived from both a deep technology understanding and comprehensive research, which examines each segment of the value chain for each market. Technology vendors, service providers, technology professionals and market specialists, worldwide, rely on In-Stat's tenured, experienced staff and in-depth research to support critical business, product and technology decisions.

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