In-Stat

Covering the Full Spectrum of Digital Communications... from Enabling Technologies to End-User

Worldwide Mobile Devices

This service provides comprehensive analysis of the worldwide market for cellular phones. In addition to reporting on current and historical worldwide handset sales, this service defines major industry trends and forecasts trends and sales volumes. This is accomplished by analyzing the component trends, major phone categories, infrastructure developments that affect devices, and extensive end-user primary research.

Areas of Coverage:

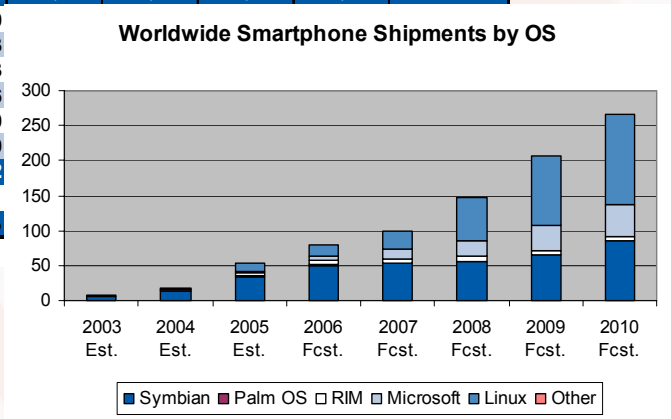
- Worldwide handset sales, market shares and forecasts
- Relevant component technology
- Smartphones
- Camera phones
- Multimedia phones
- Low-cost phones
- Wi-Fi/cellular handset integration

Example of the Typical Level of Detail:

Worldwide Mobile Device Revenue

Handsets (x 1,000)	2003	2004	1Q05	2Q05	3Q05	4Q05	2005	1Q06	2Q06	3Q06	4Q06	2006
CDMA	112,102	144,328	34,608	38,369	41,729	43294	158,000					
TDMA	28,388	11,260	1,190	857	843	853	3,743					
GSM	343,530	459,679	108,310	116,370	145,173	167,320	537,173					
PDC	29,554	24,680	4,664	3,965	3,853	3,824	16,306					
PHS	17,227	15,793	9500	10530	11270	12350	43,650					
WCDMA	3,487	23,193	9,554	10,630	11,530	13,286	45,000					
Total	**534,288**	**678,933**	**167,826**	**180,721**	**214,398**	**240,927**	**803,872**					
seq growth			-13.7%	7.7%	18.6%	12.4%						
y/y growth	22.9%	27.1%	5.5%	12.8%	29.9%	23.8%	18.4%					

Source: In-Stat, 02/07



Data Elements:

Handset Forecasts
- Units by product segment
- Revenue by product segment
- Units by region

Component Forecasts
- Units by technology
- Revenue by technology

Installed Base Forecasts
- By region
- By technology

Market Shares

Issues Addressed:

- Evolution of distribution channels
- Consumer adoption trends
- Technology standards and uptake
- Future trends based on semiconductor advances and migration
- Regional market dynamics
- Trends in important regions and countries

Worldwide Mobile Devices, Cont.

Critical Questions Answered:

- What are the adoption trends by network medium and physical layer by equipment manufacturers, silicon suppliers, and service providers?
- What factors, such as components/features, network technology, or sales channels will influence the phones that consumers will be buying in different regions?
- As the fastest growing markets today are not necessarily the largest or most influential, which trends are fads and which are permanent?
- As the profitability of the wireless industry business model is evolving to rely more on wireless data services, how are device manufacturers supporting this trend?
- As the sales channels for mobile devices are complicated and evolving, how fast are they changing?

Regions Covered:

Global; North America, Europe/Middle East/Africa, Asia/Pacific, Rest of World (regional segmentations vary by market), plus Asia-focused reports.

Integrated Primary Research Elements:

In-Stat's in-house primary research capabilities are unparalleled – especially in the realm of consumer perception/adoption. Research incorporates findings from the following consumer surveys, which give clients fact-based research:

Extensive Internet based end user research, with studies in North America, Asia/Pacific and Europe (not all research includes survey data from every region)

Survey topics include:

- Multimedia handsets
- Mobile device trends in Japan and Korea
- Cellular/WLAN handset integration
- Low cost handsets in India
- Future cellular phones – the big trends
- Camera phones
- Smartphone and handset operating systems

Deliverables:

- Continuous information service (minimum of 8 annual deliverables, including In-Depth Reports, In-Sights, In-Stant Analyses and In-Dustry Updates)
- Direct analyst inquiry
- Research briefing sessions
- On line HTML and FTP access to research reports
- Input into survey design

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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