

Future Cell Phones: The Big Trends, 2005 - 2010

Executive Summary

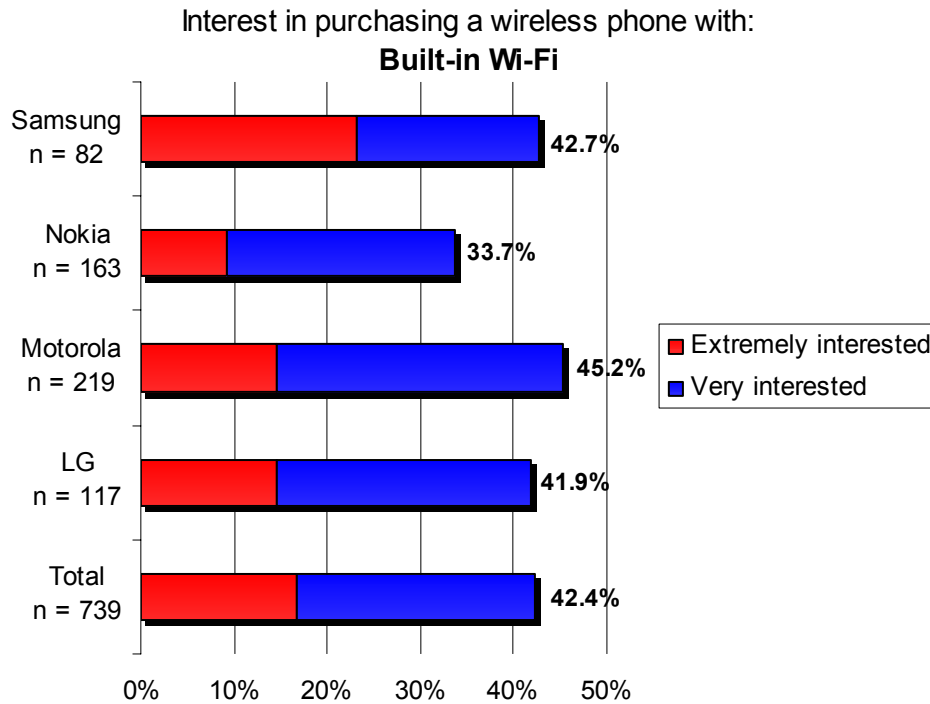
Some impressive changes are in store for cell phones in the coming five years: Wi-Fi, TV, and digital music, to name a few. Manufacturers and carriers have high hopes for these new technologies.

But will end-users be along for the ride? Members of In-Stat's Technology Adoption Panel (TAP) gave their answers in a recent survey.

Among the key findings:

- 42% of the respondents were very or extremely interested in voice activation for their wireless phones
- More than four in 10 were very or extremely interested in buying a wireless phone with built-in Wi-Fi for voice and data
- Just 12% had an interest in buying a wireless phone capable of receiving TV broadcasts
- Nearly half (47.6%) were very or extremely interested in a fuel cell that could power a depleted phone
- Respondents with a Motorola-branded phone had the greatest interest in purchasing a handset with built-in Wi-Fi functionality

Figure 1. Respondents with Motorola handsets had the greatest interest in buying a phone with built-in Wi-Fi capabilities



Source: In-Stat, 3/05

Other survey results include:

- More than half the respondents had little or no interest in a wireless phone that could be used as a wallet for purchases
- More than half said they were very or extremely interested in a phone that had a mapping service
- Four in 10 respondents said they were very or extremely interested in a Skype-enabled wireless phone

Methodology For Data Collection

Technology Adoption Panel (TAP)

- The Technology Adoption Panel (TAP, and also called Wireless Panel): Those identified as using cellular phones were e-mailed invitations to participate in a Web-based survey from Jan. 19 through 26, 2005.
- This invitation was sent to 6,493 TAP members, and contained a link to the on-line survey, so that members interested in participating could click on the link and be taken directly to the survey.
- Responses from 739 people were completed.
- If you are interested in joining the Technology Adoption Panel and/or learning more about it, please go to <http://www.instat.com/panels>.