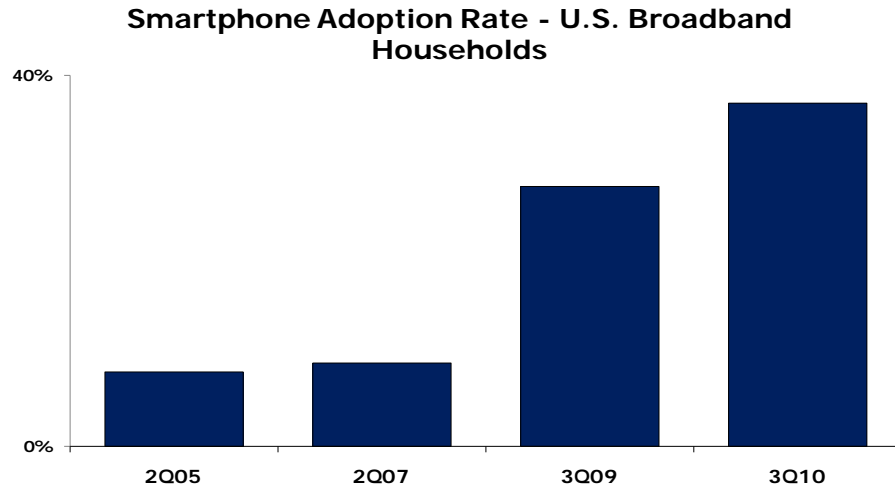


Synopsis

This report updates Parks Associates' smartphone research using the latest market data and consumer survey results. Topics covered include smartphone sales and market shares, feature trends, new mobile applications and services, and smartphone adoption among enterprise customers and consumers. The report concludes with a five-year forecast of of smartphone sales and mobile app revenues.

Smartphone Adoption



Source: *Mobile Cloud Media 3Q 2010, Mobile Convergence: Platforms, Applications & Services Survey, 3Q 2009 and Mobile Entertainment Platforms and Services (I & II), 2005 & 2007*
© 2011 Parks Associates

Publish Date: 1Q 11

"Smartphone penetration jumped another 9% in the U.S. from 3Q09 to 3Q10, and Google's Android OS benefited most from consumers' demand for smartphones. Global demand for smartphones has been phenomenal," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "This new mobile computing platform has opened up endless business opportunities for carriers, app developers, and content distributors."

Contents

The Bottom Line

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach

2.0 Smartphone Market Update

- 2.1 Global Smartphone Growth and Key Trends
- 2.2 Major Smartphone Brands and Market Performance
 - 2.2.1 Smartphone Features and Functions
 - 2.2.2 Market Share by Brands and Operating Systems
 - 2.2.3 Mobile App Stores and Revenues
- 2.3 Mobile Carriers' Smartphone Strategy
 - 2.3.1 Smartphone and Data Plan Usage
 - 2.3.2 Carrier's Mobile App Store Strategy
 - 2.3.3 Smartphone Adoption in the Enterprise Market
- 2.4 Consumer Data on Smartphone Usage and Preferences
- 2.5 Emerging Functions on Smartphone
 - 2.5.1 Video Conferencing/Video Chat
 - 2.5.2 Mobile Multimedia Entertainment
 - 2.5.3 Mobile Commerce and Location-based Services (LBS)

3.0 Market Forecasts



Smartphone: King of Convergence (Second Edition)

Preliminary Table of Contents

By Harry Wang, Director of Health & Mobile Product Research

1Q 2011

- 3.1 Market Drivers and Barriers
- 3.2 Forecast Methodology
- 3.3 Sources of Information
- 3.4 Five-year Projection of Smartphone Sales and Users

4.0 Market Implications and Recommendations

Attributes	
<p>Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Harry Wang Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© March 2011 Parks Associates Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>