

Wireless Communications Topical Report

Smart Phones Become Multifunctional with Preloaded Software

By Tina Teng, Senior Analyst

Forecast**Frequency, Time Period**

- 2-year historical and 5-year annual forecast by handset segment

Measures

- Revenues
- Units

Estimates Covered

- Mobilized Device Volume Forecast by Device Segment
- Paid Preloaded Software Market by Handset Segment

Applications/Products Covered

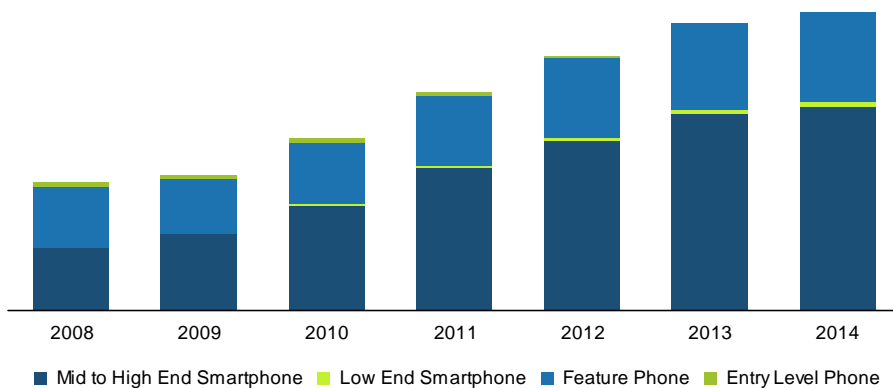
- Wireless
- Handsets

Technologies Covered

- OS Platform Architecture
- Middleware/ Runtime Environment/ Virtual Machine
- Mid to High-End Smart Phones
- Low-End Smart Phones

For years, the wireless communications industry has evaluated devices primarily on the basis of hardware specifications—such as processor speed, connectivity standard, supported cellular technology, display size, type and resolution, and aesthetic appeal. However, software capability, user interfaces, and performance did not garner the deserved attention until the proliferation of smart phone came about. The evolution of devices, data centric services, mobile broadband, and hardware architecture have pushed manufacturers to adopt high-level Operating Systems, which allow functional expansion of the device through sophisticated add-on applications.

In this report, iSuppli will examine the structure of license platforms, dive into the associated software costs to take products in the market, discuss the license structure for some cost elements, identify other costs often overlooked, and assess the market size for paid preloaded software and applications by various handset segments.

Paid Preloaded Software Market**Key Issues Addressed:**

- How much money are OEMs spending on preloaded and internally developed software?
- What other cost elements do OEMs incur in placing smart phones into the market?
- What is the market size for paid preloaded software and applications by various handset segments?
- What is the structure of license platforms?

Applicable To:

- Handset Industry Participants
 - CEOs
 - CTOs
 - CMOs
 - Product marketing
 - Strategic marketing
 - Engineering
 - Production planning
 - Purchasing

Lead Analyst**Tina Teng, Senior Analyst**

At iSuppli, Tina is responsible for analysis and forecasting the mobile handset market.

Prior to joining iSuppli, Tina worked for Texas Instruments and MCI WorldCom. At Texas Instruments her main focus includes competitors benchmarking and database analysis. While working for MCI Worldcom as a Data Network Engineer, Tina was responsible for test plan design, network testing as well as network management and integration.

Tina earned a Master of Science in Electrical Engineering from University of Texas at Dallas with concentration in Telecommunications and an Master of Business Administration from the University of Texas at Austin.

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