

Wireless Communications Topical Report

Touch and Go: Mobilized Tablets Spark Wireless Growth in CE Devices

By Francis Sideco, Principal Analyst

Forecast**Frequency, Time Period**

- 2008-2014

Measures

- Units
- Revenues
- ASPs

Regions, Markets

- Worldwide

Applications/Products Covered

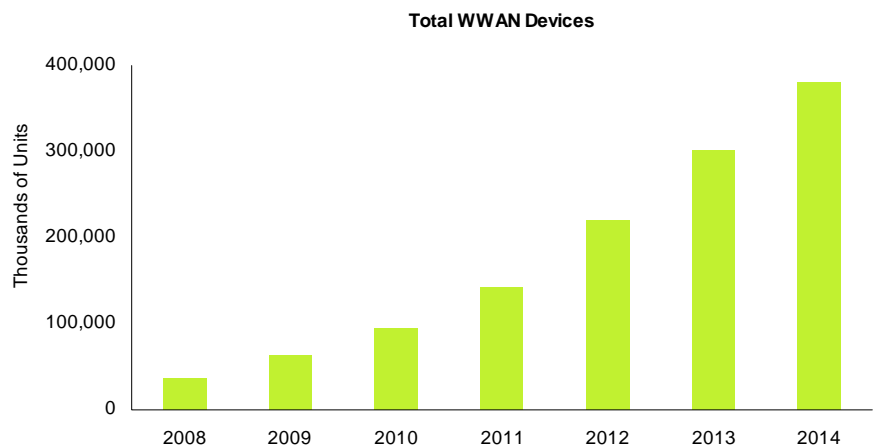
- External Modems (USB Dongles/PC Cards)
- Embedded Modules
- Chipsets
- Slate Tablets
- Netbooks/Notebooks
- eReaders
- PMPs – Personal Media Players
- PNDs – Portable Navigation Devices
- Portable Gaming Devices
- Smart Phones

Technologies Covered

- GPRS/EDGE
- HSDPA
- HSUPA
- HSPA+
- EvDO
- WiMAX
- LTE

While in the early part of the decade the wireless industry was focused on providing ubiquity of coverage, the close of the decade sees the results of that focus come to fruition. As a new decade begins in 2010, the objective at hand is no longer ubiquity of coverage but rather ubiquity of presence. The industry stands at the threshold of exploring outside of its traditional market of handsets and insinuating itself into every aspect of the human condition. The handset market undoubtedly remains the driving force and foundation of the wireless industry as it continues to achieve more than a billion units of shipments a year. However, as that market matures, an adjacent market is now emerging as devices such as slate tablets, Netbooks, eReaders, and portable media players, etc., are being mobilized.

With such a nascent market susceptible to the vagaries of developments in other nodes and the unpredictability that ensues, navigating this brave new world of mobilized non-handset devices and ensuring success will rest on the ability to look at the minutiae and rapidly identifying, assessing, and correlating developments from multiple nodes of the wireless value chain. In this report, iSuppli provides the tools necessary to successfully conduct this analysis with insights of the mobilized devices value chain from the MNOs, to the device OEMs and also the chipset suppliers' landscape.

**Key Issues Addressed:**

- Which device types will drive wireless penetration into non-handset consumer electronic devices?
- How can my company best take advantage of the opportunities presented by this emerging market?
- Which devices are using WLAN vs 3G or both for providing communications capability?
- What are the decision points employed by consumer electronics device manufacturers to determine how to mobilize their products?
- What are the costs associated with implementing communications in CE devices?

Applicable To:

- Consumer Electronics Device manufacturers
- Mobile Network Operators
- Wireless OEMs, EMS and ODMs
 - Procurement
 - Production
- Wireless Semiconductor, Passive Component, or Display Suppliers
- Strategic Marketing
- Mobile Software and Applications Developers

Lead Analyst

Francis Sideco, Principal Analyst

Francis is responsible for iSuppli research into mobilized non-handset devices, Wireless Wide Area Network access technologies, the semiconductor market for mobile devices, and other wireless markets including Personal Area Networks and Local Area Networks.

Francis comes to us from Comarco Wireless Test Solutions where he headed up the company's strategic marketing organization. At Comarco, Francis was responsible for strategic product direction, product management and product marketing worldwide.

Francis received a B.S. degree in Electrical Engineering from Loyola Marymount University

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