



Android Smartphone Marketplace

February 2010

Overview:

Smartphone sales have skyrocketed, led by Apple's iPhone and Research in Motion's ("RIM's") Blackberry Storm devices. Among the major players in the smart phone market are the companies developing to the Android OS. Android is an open source OS platform for smart phones that was released in 2008. Android is backed by Google, Intel, HTC, ARM, and eBay, among others and these companies form the Open Handset Alliance. The Open Handset Alliance ("OHA") defines and maintains the Android specifications.

Android Smartphone Marketplace evaluates Google and OHA smart phones and their impact on the growth of the smart phone market. This research compares and contrast the features and forecast the market outlook for the Android market leaders only.

The following Android smart phones are reviewed:

- HTC Dream (branded for distribution by T-Mobile as the G1).
- Motorola CLIQ
- Google Nexus One (plans announced in mid-December with January, 2010 release date)

"Google's entry into this market brings visibility to the OHA and the Android product (that none of the other partners could do). Trying to emulate Apple's iPhone success, the big issue is that they are entering a new business (cell phones). Will they develop a following and brand loyalty with their phones? (Or applications?). It will not matter if they cannot support their customers and get them operational."

Key Findings:

- The Smart phone market forecast is a \$350 billion revenue opportunity over the next few years.
- Apple has defined and driven this market to its current state. All other players in this market are reacting to Apple and playing catch up.
- Led by Google, members of the Open Handset Alliance, which supports the Android handset technology, are trying to gain control of this market. OHA members have released 16 Android handsets by end of 2009, with eight more due for release in the coming months.
- Google, which only released its first smart phone in December, 2009, has taken some calculated risks in marketing and supporting their phone. To date, this strategy has caused problems.
- In general, the Android phones are late to market and trying to catch up to the iPhone and Blackberry. OHA has been counting on the Android OS to bring name recognition and success. To date that has not happened.

Target Audience:

- Handset Manufacturers: a comprehensive review of the Mobile Applications, development tools and support programs and impacts on the network.
- Carriers: a comprehensive review of external events that cause network congestion.
- Mobile Software developers: recommendations on mobile application development.

Questions Answered

- What is OHA and what is Android?
- Why is Google selling smartphones?
- Can Google be successful?
- Where will this market go?

Companies mentioned in this report

- Apple
- RIM
- Google
- HTC
- Motorola
- Verizon Wireless
- ATT
- Sprint
- T-Mobile
- Android
- Handango

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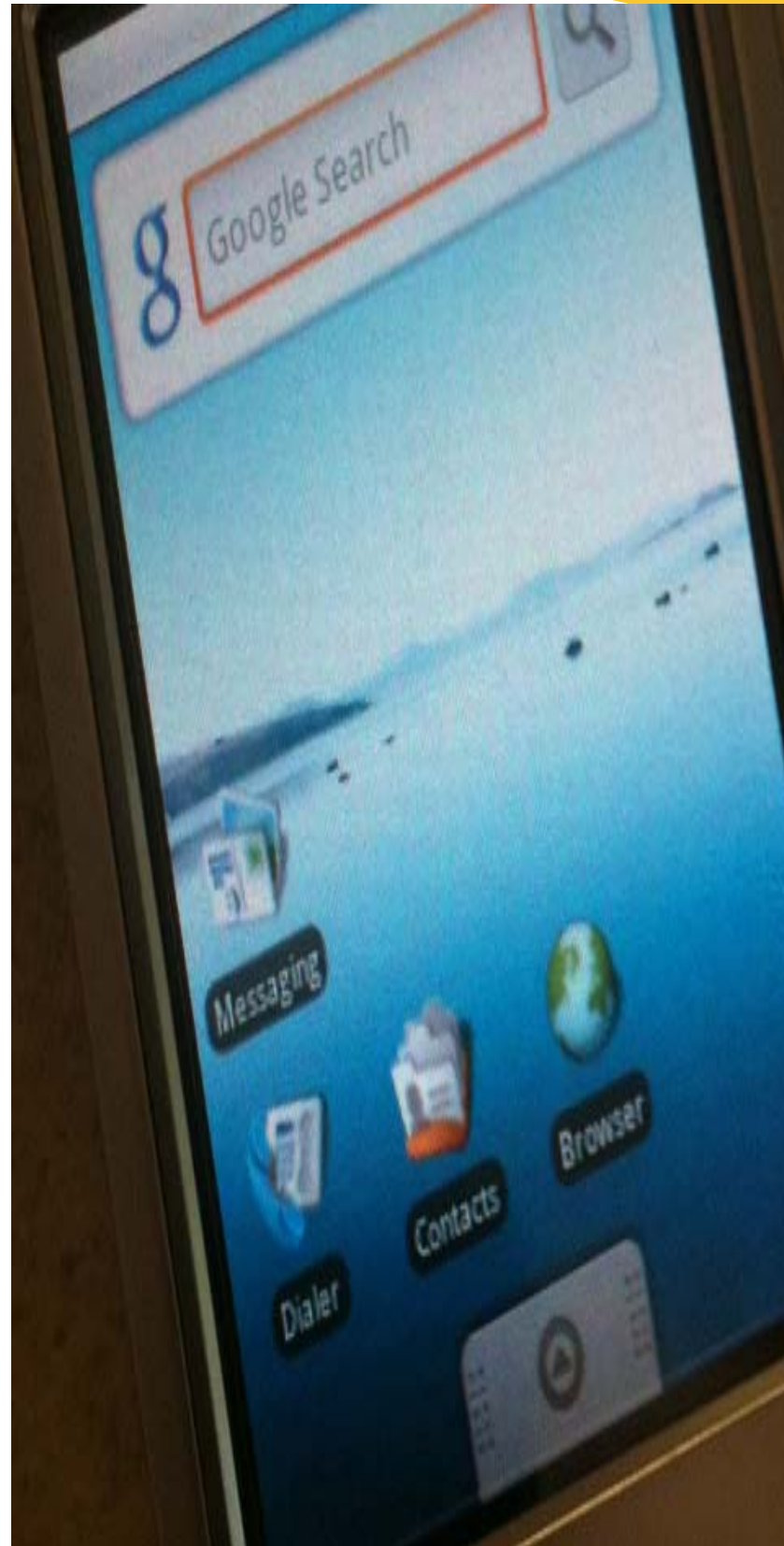
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