



# Touch Screen Smartphones

Comparative Analysis  
with Market Predictions  
and Business Opportunities



## Overview

The cell phone market ranges from inexpensive low end units to the high end units that are referred to as the “Smartphone”. Smart phones are handheld computers that support email, Personal Data Assistance (“PDA”), entertainment, phone and Internet Access functions (or services). With currently over 131 cell phones models on the market and growing, touch screen capable phones are expected to increase in popularity and influence the mobile landscape. The combination of always-available, high-speed data connection, touch-screen technology, and mobile applications and stores for web-based applications is expected to significantly transform the mobile communications ecosystem.

This unique report compares and contrasts the feature functionality and forecasts the market outlook for touch-screen smart phones. The analysis for each phone evaluated in this report includes Handset Specifications, Comparative Analysis, Usability Analysis, Touch Screen Analysis, and Application Store Analysis.

Touch Screen Smartphone Comparative Analysis with Market Predictions and Business Opportunities is a must have report for anyone who wants to better understand the competitive landscape for smart phones including capabilities, feature comparison, ecosystem, and business opportunities.

## Key Findings

- Given the exponential adoption of mobile as a communications and promotion platform, Mind Commerce fully expects that global spending on mobile advertising and marketing initiatives will reach nearly \$29 billion in 2009, a 59% increase from 2008
- The greatest opportunity for marketing campaign development is likely the mobile video and downloadable applications sector, which we expect will surpass the \$1 billion mark in the U.S. in 2009
- Mind Commerce finds that premium content for mobile devices, including streaming video and downloadable applications, is growing at the fastest rate of all mobile marketing types. Not to be ignored, however, is the rising trend of consumers to use their mobile devices for accessing social networks, such as Facebook and MySpace.

- Mind Commerce estimates the world market for mobile marketing and advertising revenues will reach nearly \$50 billion by 2014, up from about \$29 billion today, growing at a five-year CAGR rate of nearly 12%. Europe and North America will grow at the fastest rates, about 16% through the period, to reach \$16.3 billion and \$12.4 billion, respectively.
- We expect 2009 to be a decisive year for mobile marketing spending as marketers worldwide move from disillusionment over their expected return from this platform to the realization that they can indeed enhance consumer brand equity via the targeted precision and customized experience that mobile affords over other media placements
- The best business opportunities at present are software development
- RIM and Apple will continue to erode Nokia’s smart phone market lead
- Apple’s iPhone will continue to be the most successful smart phone (see report)
- Comparative analysis reveals strengths, weaknesses, opportunities and threats for each phone
- A sampling of anticipated business opportunities addressed in this report includes:
  - \* Technological advances for the next generation of cell phones/smart phones
  - \* Wireless Data impacts outside the Wireless industry
  - \* Trends in mobile software development
  - \* Trends and impacts to networks
  - \* Handset Business trends



## Phones Evaluated

- Blackberry Storm (RIM)
- I-phone (Apple)
- 5800 (Nokia)
- Touch Pro (HTC)
- Diamond (HTC)
- Motosurf A3100 (Motorola)
- Pre (Palm)
- Versa (LG)
- Xenon (LG)
- Omnia (Samsung)
- Impression (Samsung)
- Satio (Sony-Ericsson)
- HTC Dream (branded for distribution by T-Mo-bile as the G1)

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## Target Audience

- Software developers
- Investors and analysts
- Mobile network operators
- Wireless data companies
- Smart phone manufacturers
- Mobile application stores providers

## Companies in Report

- Apple
- HTC
- LG
- Motorola
- Nokia
- RIM
- Samsung
- Sony-Ericsson

## Report Title

**Touch Screen Smartphone Comparative Analysis with Market Predictions and Business Opportunities**

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