

Mobile Broadband Devices:

Opportunities for Mobile Handsets, MIDs, UMPCs and Notebooks

Worldwide Market Analysis, Strategic Outlook & Forecasts to 2013

The mobile handset and notebook markets are colliding: how attractive will these developing convergent device segments become? Find out in our comprehensive report...

“ There is a growing market for mobile broadband connectivity across a range of electronics goods, from mobile handsets to notebooks to consumer electronics that offer fast wireless data transfer speeds. ”

David McQueen, Principal Analyst

Mobile Broadband Devices strategic report examines the technology and business drivers shaping this nascent market and evaluates the likely outcomes for its diverse device segments.



This new report is packed with the most authoritative market intelligence:

- ✓ Analysis and forecasts of network evolution for 3G, 3.5G and 4G technologies 2007 – 2013
- ✓ Detailed subscriber forecasts by network technology 2007 – 2013
- ✓ A market overview - How the market for mobile broadband devices may develop, encompassing the convergence of a number of large industries and players from the mobile handsets and computing backgrounds
- ✓ Examination of available hardware and software components – processor, wireless connectivity, applications processors
- ✓ Profiles of leading component vendors
- ✓ Suggested business models
- ✓ Profiles of leading device vendors
- ✓ Scenario analysis

See inside for more details on this report



Mobile Broadband Devices: Opportunities for

Mobile device connectivity speeds are increasing. HSDPA device penetration has grown strongly with the GSA announcing in October 2007 that over 400 HSDPA devices had been launched in the mobile market. Meanwhile, **Sprint's impending launch of Xohm will see the first roll out of the first commercial mobile WiMAX services.**



The high bandwidths offered by 3.5G technologies, LTE and WiMAX have the potential to deliver advanced applications and services, currently limited to fixed networks, to consumers in a nomadic or mobile use case. The challenge is to combine this speed of connection with a desirable range of features into a mobile broadband device.

This new market is addressed by a growing variety of devices from attachments, to embedded connectivity in smartphones, MIDs, UMPCs and full size notebooks. As such it is witness to the growing competition between mobile handsets and notebook vendors and their suppliers.

WHO SHOULD READ THIS REPORT?

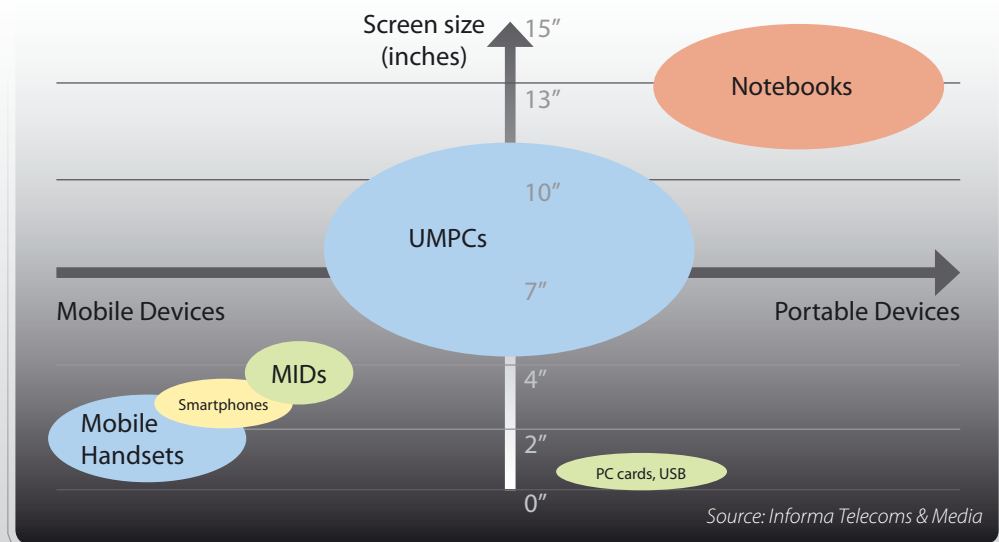
- Top tier and mid-tier telecoms vendors
- Mobile operators
- Handset & notebook software providers
- Handset & notebook component providers
- Handset & notebook OEMs, ODMs & EMS companies
- Application developers for mobile & portable consumer electronics devices

KEY CASE STUDIES

INCLUDE:

- Alcatel-Lucent
- AMD
- Apple
- ARM
- Broadcom
- EMP
- Ericsson
- Freescale
- Fujitsu
- HP
- HTC
- Huawei
- Infineon
- Intel
- LG Electronics
- Microsoft
- Motorola
- Nokia
- Nokia Siemens Networks
- Nortel Networks
- Nvidia
- Open Source
- Qualcomm
- Samsung Corporation
- Symbian
- Texas Instruments
- Zoran

MOBILE BROADBAND DEVICE TYPES



EXPERT FORECASTS IN THIS REPORT

You need to base your business decisions on the best possible information. This report's forecasts have been produced by the Informa Telecoms & Media expert forecasting team using the most comprehensive market database for the global telecommunications market. Our relationships with the key market players mean that the quality of data we publish is the most authoritative and consistent available.

or Mobile Handsets, MIDs, UMPCs and Notebooks

“ There is much debate as to how mobile broadband devices offering these and other high speed wireless technologies will manifest themselves and compete in the marketplace. Will a new device segment be born and which high speed wireless technologies will win out? This report seeks to quantify and analyse the challenges and opportunities that are and will occur, offering valuable insight to companies across the industries and their component, software and content suppliers”.

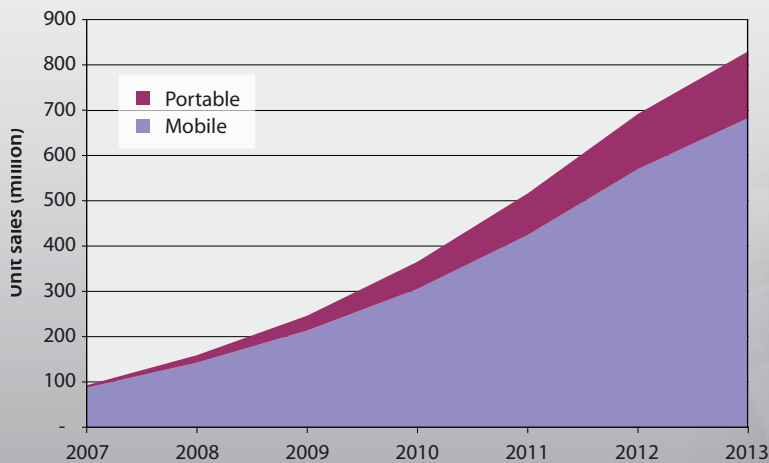
David McQueen, Principal Analyst



THIS REPORT ANSWERS BUSINESS-CRITICAL STRATEGIC QUESTIONS:

- ✓ How will the devices offering these and other high speed wireless technologies compete in the marketplace?
- ✓ What applications and services will these devices have to offer in order to convince subscribers to upgrade to them?
- ✓ What will be the device hardware and software roadmaps?
- ✓ Which key technologies and enablers will be at the forefront of MBD evolution?
- ✓ Who will command the value chain?
- ✓ Who are the leading device vendors in this market and what device types do they offer?
- ✓ What is a MID?
- ✓ How will MIDs and UMPCs be used?
- ✓ When will total MID shipments surpass 50 million units?

GLOBAL TOTAL MOBILE BROADBAND DEVICE UNIT SALES, BY DEVICE TYPE



Source: Informa Telecoms & Media

KEY FORECASTS IN THIS REPORT

Global total mobile broadband device unit sales, by device type, 2007-2013

Global mobile broadband device unit sales, by region, 2007-2013

Global mobile broadband mobile device unit sales, by region, 2007-2013

Global mobile broadband mobile device unit sales, by type, 2007-2013

Global mobile broadband portable device unit sales, by region, 2007-2013

Global total mobile broadband device unit sales, by technology, 2007-2013

Global mobile subscriptions, by region, 2008-2013

Global mobile subscribers, by technology, 2008-2013

Global WWAN broadband subscriptions (m), by region, 2008-2013

Global WWAN broadband penetration, by region, 2008-2013

Global WiMAX subscribers, by region, 2007-2012

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TABLE OF CONTENTS

Chapter 1: Executive Summary

Chapter 2: Market Overview

- Product scoping and definition
- Mobile network generations
 - Broadband convergence
- Wireless broadband subscriber
 - WWAN subscriptions
 - WWAN broadband by region
 - WWAN broadband subscriber forecasts
- Assessing market size beyond broadband mobile handsets
- Mobile data services market development

Chapter 3: Network Technology Enablers & Evolution

- Wireless Networking, Specifications and Market Segmentation
 - Convergence
- WWAN network technologies
 - Digital 3G networks
 - Third Generation Partnership project (3GPP)
 - Wideband code-division multiple access (WCDMA)
 - CDMA2000 1xEV-DO Release 0
 - Time Division CDMA (TD-CDMA)
 - Time Division Synchronous CDMA (TD-SCDMA)
 - Digital 3.5G networks
 - High Speed Downlink Packet Access (HSDPA)
 - High Speed Uplink Packet Access (HSUPA)
 - HSPA evolution
 - CDMA2000 1xEV-DO Revision A
 - CDMA2000 1xEV-DO Revision B
 - 3.9G or Long-Term Evolution
 - Ultra Mobile Broadband (UMB)
 - Next Generation Mobile Networks (NGMN) initiative
 - 4G
 - Technology and architecture
 - 3GPP, 3GPP2 convergence
- Wireless Metropolitan Area Network
 - WiBro
- Wireless Local Area Network
 - Unlicensed Mobile Access (UMA)
 - Voice call continuity (VCC)
- Wireless Personal Area Network
 - Bluetooth
 - Market overview and drivers
 - Ultra Wideband
- Mobile broadband infrastructure vendor strategies
- Key mobile broadband network vendors
 - Alcatel-Lucent
 - Ericsson
 - Huawei
 - Motorola
 - Nokia Siemens Networks
 - Nortel Networks
 - Samsung

Chapter 4: Device Technology Enablers and Evolution

- Processor architecture overview
 - RISC versus CISC architecture
 - RISC-based processor architecture
 - ARM
 - MIPS Technologies
 - CISC-based processor architecture
 - Intel's X86 processor architecture
 - AMD
 - VIA Technologies
 - Conclusion
- Multimedia and browsing performance
- Wireless components
 - RF transceiver
 - Baseband
 - Application / multimedia / graphics processors
 - Multi-band and multimode support
 - Single chip
 - Software defined radio
- Wireless component vendors
 - WWAN
 - MediaTek
 - InterDigital
 - Icera
 - WMAN
 - WLAN
 - WPAN
 - Application / multimedia co-processors
- Component vendor profiles
 - AMD
 - Atheros
 - Beceem Communications
 - Broadcom
 - CSR
 - Ericsson Mobile Platforms
 - Freescale
 - Fujitsu
 - Infineon
 - Intel
 - Nvidia
 - Qualcomm
 - Sequans Communications
 - ST Microelectronics and NXP
 - Texas Instruments
 - Zoran
- Operating systems, user interface and browsers
 - Software segmentation by device type
 - Market segmentation of OSs for mobile broadband devices
 - Symbian
 - Microsoft
 - Open Source
 - Apple

Chapter 5: Mobile Broadband Devices

- MBD Definition
- Market segmentation
- Mobile broadband device trends
 - Mobile broadband handset market trends
 - Mobile broadband embedded device market trends
 - Mobile broadband attachment market trends
- Key vendors and strategies
 - Market landscape
 - MBD vendors
 - Handset vendors
 - Nokia
 - Sony Corporation
 - LG Electronics
 - Samsung Electronics
 - Motorola
 - HTC
 - Apple Inc.
 - Notebook vendors intro
 - HP
 - ASUSTeK Computer Inc
 - MBD roadmap and device evolution
 - Mobile broadband device forecasts:
 - Methodology
 - Global total mobile broadband device unit sales, by device type, 2007-2013
 - Global mobile broadband mobile device unit sales, by region, 2007-2013
 - Global mobile broadband portable device unit sales, by region, 2007-2013
 - Global total mobile broadband device unit sales, by technology, 2007-2013

Chapter 6: Scenario Analysis

- Trends and developments
- Scenario analysis
- Building scenarios
- Scenario 1:
NO GREAT CHANGE
- Scenario 2:
BROADBAND DEVICE CHAOS
- Scenario 3:
MOBILE INTERNET FOR ALL
- Scenario 4:
WHAT'S THE FUNCTION?
 - Scenario summaries

*Contents correct at time of printing

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Mobile Handsets & Devices Intelligence Centre

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The Mobile Handsets & Devices Intelligence Centre provides in-depth analysis of mobile device trends, highlighting the impact they will have on future generation wireless networks. It also provides a detailed evaluation of key industry challenges across the technology value chain, and a comprehensive analysis of global markets and technology evolution, with detailed forecasts for 2.5G, 3G and now 3.5G handsets from 2006 to 2012.

The service provides complete coverage of strategies, tactics and trends relevant to the global mobile handsets business, through a comprehensive news service, and analysis of technology, features, manufacturing trends, operating systems and key vendor strategies.

For a detailed breakdown of the content in this Intelligence Centre visit www.intelligencecentre.net/handsets



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About the Authors

David McQueen

David McQueen is a Principal Analyst at Informa Telecoms & Media with a key focus on mobile device developments and vendor strategies worldwide.

In his role David is responsible for Informa Telecoms and Media's thought leadership in the handsets and devices space, from both a hardware and software perspective, with a slant towards new application convergence. His most recent piece of work covers mobile broadband devices, assessing the needs of the market for new device segments between handsets and notebook computers to satiate the consumers' need for internet access driven by the availability of high-speed mobile networks. David has also published research on future mobile handsets, mobile broadcast TV, multimedia handsets and devices, and smartphones and mobile application platforms. He is a frequent speaker and chair at international conferences and has made many presentations on current trends and future development of mobile handsets and devices. He also provides timely analysis and comment on the devices market, and is often quoted in the global business press.

Gavin Byrne

Gavin works as a Research Analyst within Informa Telecoms & Media's Industry Research team.

As a member of the Handsets & Devices team he examines developments within the mobile handset value chain, including hardware and software components, handset vendor strategy and segmentation, business models, technology and feature forecasts. Gavin has just completed research into the nascent market of mobile broadband devices which includes smartphones, MIDs, UMPCs, laptops and attachments. These diverse new device types is being encouraged by the growing availability of high speed network connectivity, via EV-DO, HSPA and WiMAX, together with the use cases they enable and the business models companies have adopted.

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Published: July 2008

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