

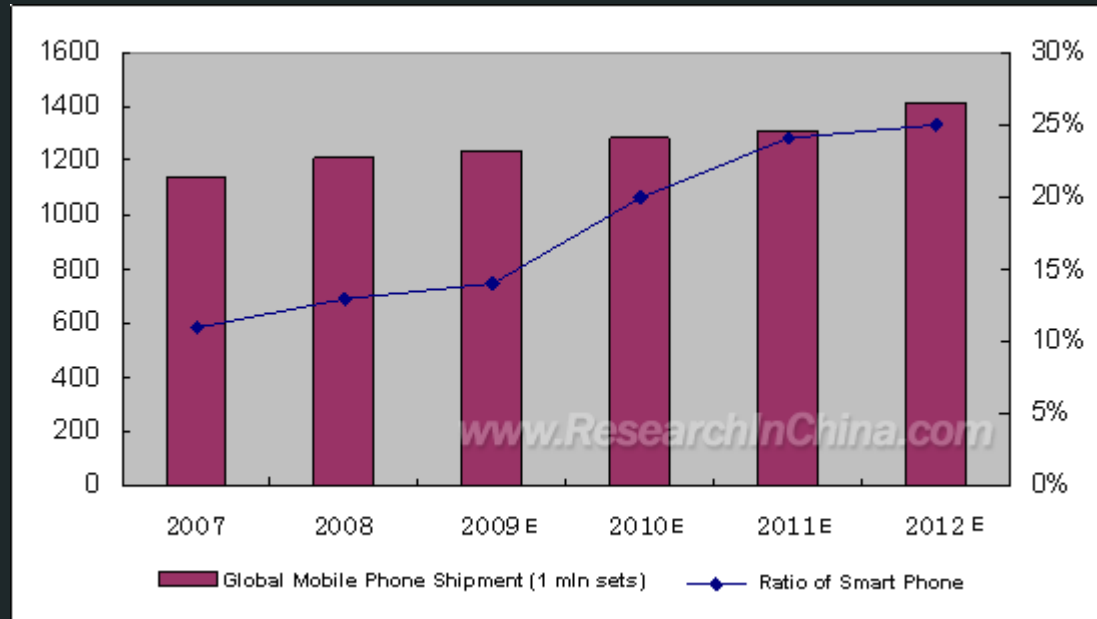
# Global Smart Phone Market and Industry Chain Report, 2008-2009



The global mobile phone sales were totaled at 1.137 billion in 2007, up 14.2% year-on-year. The global mobile phone shipment was totaled at 1.213 billion in 2008, up 6.7% year-on-year. The global mobile phone sales recorded at 305 million in Q4, 2008, declined 4.7% compared to the previous quarter; it was the first decline happened in the 4th quarter since 1999.

Although the mobile phone industry was gloomy, however, the smart phone still maintained a growth. Since the birth of mobile phone, it had experienced three upgrading periods, one was featured as color screen in 2002, followed by multimedia mobile phones during 2004-2006, and the third was smart phones.

## Global Mobile Phone Shipment and Overall Proportion of Smart Phone, 2007-2012E



Source: ResearchInChina

The demand growth of smart phones is not only driven by the consumers, but also by manufacturers themselves and operators. That means the manufacturers together with operators are creating demands, but not simply satisfying the demands. As for operators, the smart phones mean higher APRU and more loyal clients. And the smart phone was featured as singleness model, long life cycle, low diluted cost, as well as high entry barrier, outstanding brand affection and higher customer loyalty, the higher profit.

The growth of smart phones also created a number of software providers engaged in the three sectors as following: internet browser, which featured as intensive competition. At present, the full-function browsers including:

- Apple Safari, operating on Mac Os X and Windows
- BlackBerry Browser
- Google Chrome Mobile, operating on Linux
- Internet Explorer Mobile, operating on Windows
- Mozilla Mobile Fire Fox, operating on Linux or Windows
- Nokia S60 Browser, operating on Symbian
- Opera Mobile, operating on Windows
- Palm Blazer, operating on PalmOS
- Teleca Obigo, operating on various platforms
- As well as Skyfire, Azingo, SK Innoace

The second sector is multimedia software, including Acrodea, Packet Video and Living Image. The third sector is commercial application software, like Aplix, Borqs, Noser, TAT, Telca, Wind River, MontaVista Software, Movial, Open Plug, Elektrobit, Innopath, Esmertec, and SFR.

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