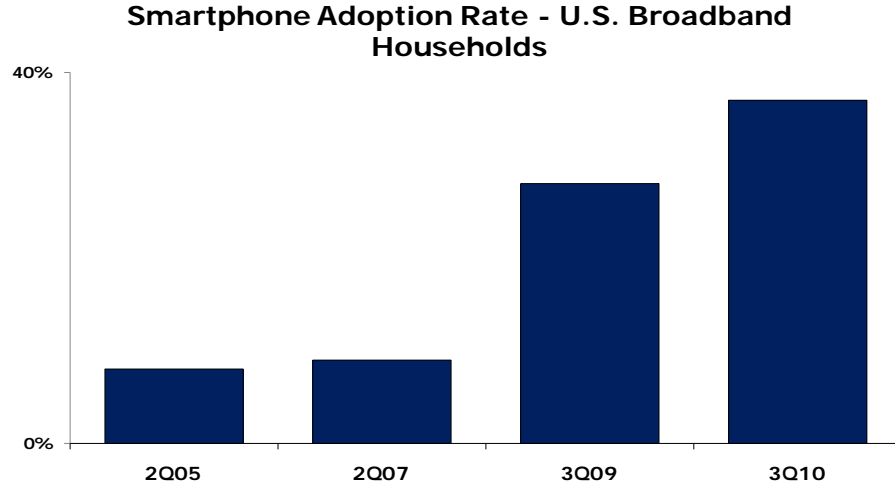


Synopsis **Smartphone Adoption**

This report updates Parks Associates' smartphone research using the latest market data and consumer survey results. Topics covered include smartphone sales and market shares, feature trends, new mobile applications and services, and smartphone adoption among enterprise customers and consumers. The report concludes with a five-year forecast of smartphone unit sales and smartphone users.



Source: *Mobile Cloud Media 3Q 2010, Mobile Convergence: Platforms, Applications & Services Survey, 3Q 2009 and Mobile Entertainment Platforms and Services (I & II), 2005 & 2007*
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"Smartphone penetration jumped another 9% in the U.S. from 3Q09 to 3Q10, and Google's Android OS benefited most from consumers' demand for smartphones. Global demand for smartphones has been phenomenal," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "This new mobile computing platform has opened up endless business opportunities for carriers, app developers, and content distributors."

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Attributes

Parks Associates
5310 Harvest Hill Road
Suite 235
Lock Box 162
Dallas TX 75230-5805

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Harry Wang and Jennifer Kent
Executive Editor: Tricia Parks
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