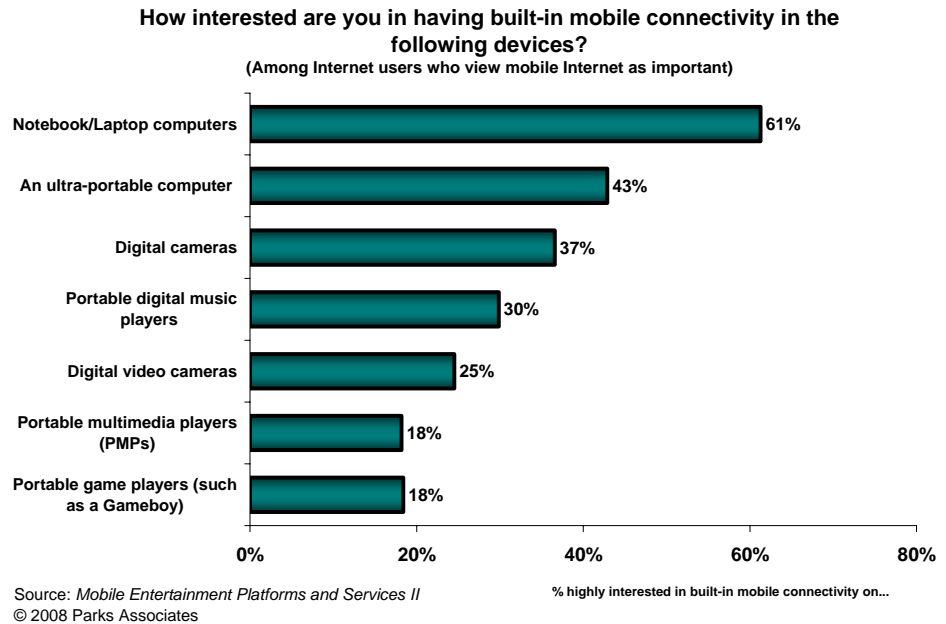


Synopsis **Interest in Built-in Mobile Connectivity In Non-Phone CE Devices**

This report explores the status of the mobile broadband market in the U.S. and studies the challenges of expanding mobile broadband connectivity beyond the cell phone. It analyzes current business models and proposes alternatives based on specific needs of non-phone device users. The report provides market forecasts for mobile broadband adoption and unit sales through 2013, including smartphones, cameras, ebook readers, portable media players, and netbooks.



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“Embedding mobile broadband connectivity into non-phone devices such as cameras, media players, and netbooks will create new revenue opportunities for carriers, CE manufacturers, media companies, and advertisers,” said Anton Denissov, research analyst, Parks Associates. “To penetrate the mainstream consumer market, however, these companies must work in tandem to create services and devices that are affordable, entertaining, and simple to use.”

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market and the implications for companies doing business in this space.

The Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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