

# Mobile Device Trends

- Industry emphasis moving from hardware features to handset usability, and to discovery and provision of services
- “Open” networks and devices are capturing the minds of consumers and developers
- Apple iPhone is challenging industry assumptions for handset design and carrier business model
- Renewed interest in making mobile devices easier to use and more fun



Source: Samsung

# Mobile Device Selling Points

- **Usability**
  - Touch
  - Haptics
  - Widgets
  - Speech
- **Open(ing) networks and devices**
  - Any device
  - Any application
  - iPhone
  - Android
- **Connecting and Sharing**
  - All things
  - Data, photos, videos, links, directions, sms, email, social networks



Source: Microvision

# Mobile Device User Interests

- Usability
- Discoverability
- Social Networking
- Entertainment
- Accessing user's content – music, photos, videos, anything
  - Links
  - Local Storage
- Mobile Living Room – Dock your mobile and connect with your content and links



Source: Nokia

# Mobile Industry Concerns

- Open networks and devices
- Loss of control
- Becoming “bit pipes”
- Monetizing
  - Applications
  - Advertising
  - Entertainment
- Apple is pointing the way to more open networks and devices by ...
  - first entering the market with a closed device and ...
  - then opening the platform to applications developers ...
  - all the while maintaining control and extending their own market and business model



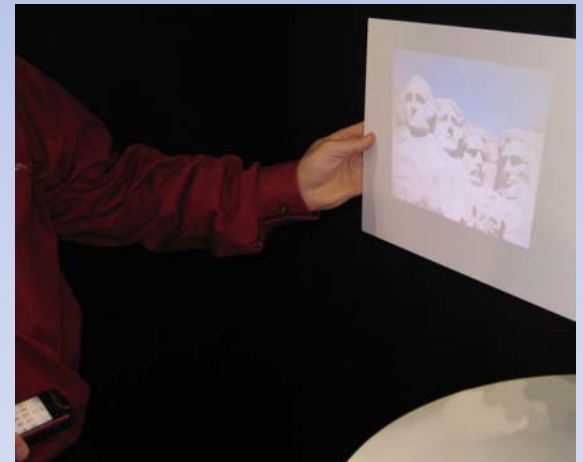
Source: Salesforce.com, Apple

# Mobile Device Display Opportunities

- Embedded micro projectors will satisfy the need to share
- AMOLED displays will provide better contrast, higher speed for video, and power savings
- Larger direct view displays (3.5 to 4.5 inch) compatible with touch and haptics will support a better internet experience



Source: Microvision



Source: TI