

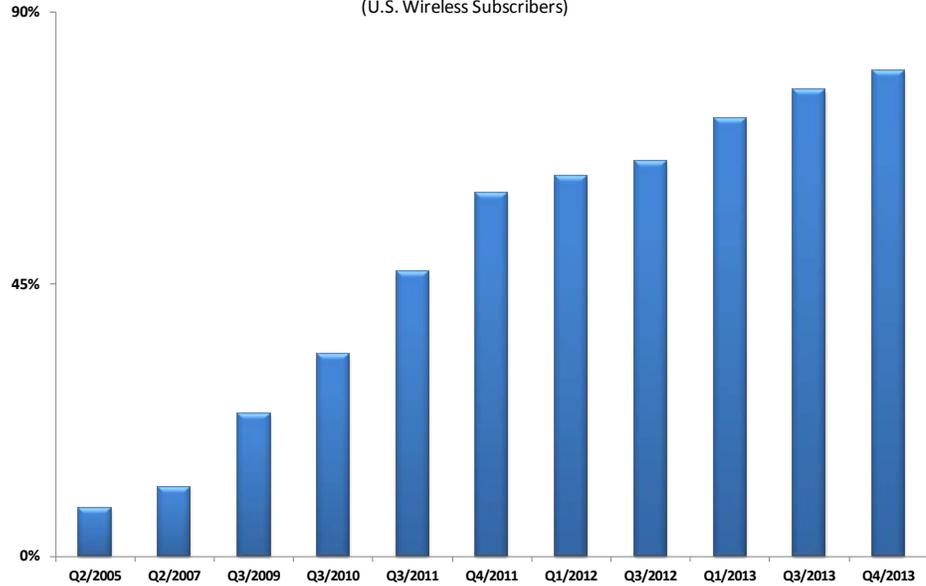
Synopsis

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.

Smartphone Adoption

Smartphone Penetration (2005-2013)

(U.S. Wireless Subscribers)



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"As computing shifts from PC to mobile, smartphones are quickly becoming the center of digital life in homes around the world," said Tejas Mehta, Research Analyst with Parks Associates. "Smartphones are not only disrupting the personal computing space, but they are serving as a digital bridge that is becoming a catalyst for a host of technological innovations that are leveraging the mobility and ubiquitous connectivity of the smartphone to deliver an ever-increasing range of services to the consumer. The opportunities that smartphones open up for carriers, app developers, content distributors, and other service providers are limited only by their imagination."

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