

Cellphone Money; between Internet Money and Monopoly Money

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table of contents

- objective
- cellphones
- cellphone manufacturers
- smartphones
- platforms
 - Symbian - Nokia
 - RIM - Blackberry
 - Windows Mobile
 - Linux
 - iPhone - Apple
- OHA in context
- OHA vs. iPhone
- fun facts!

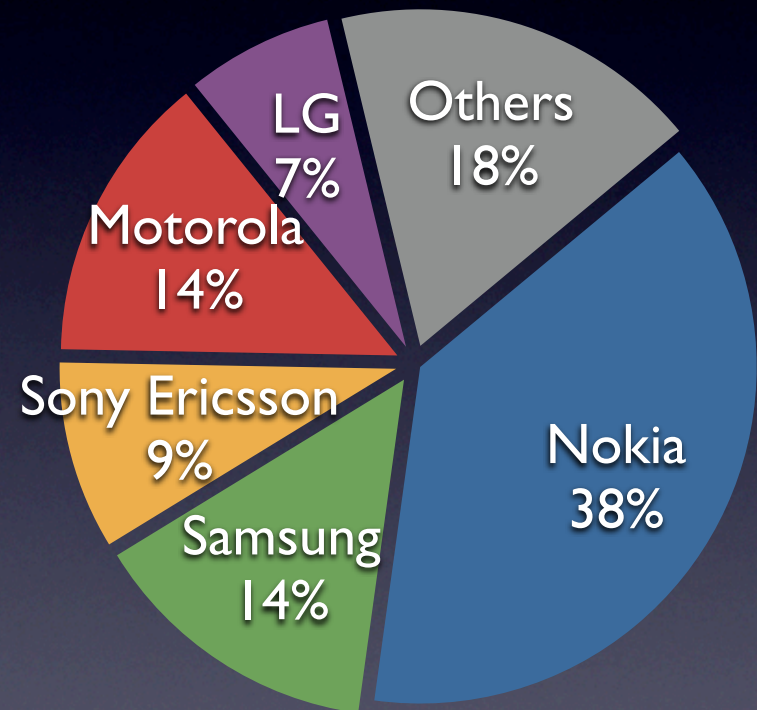
objectives

- Which platforms should we develop for?
- How many people will be using each platform?

cellphones

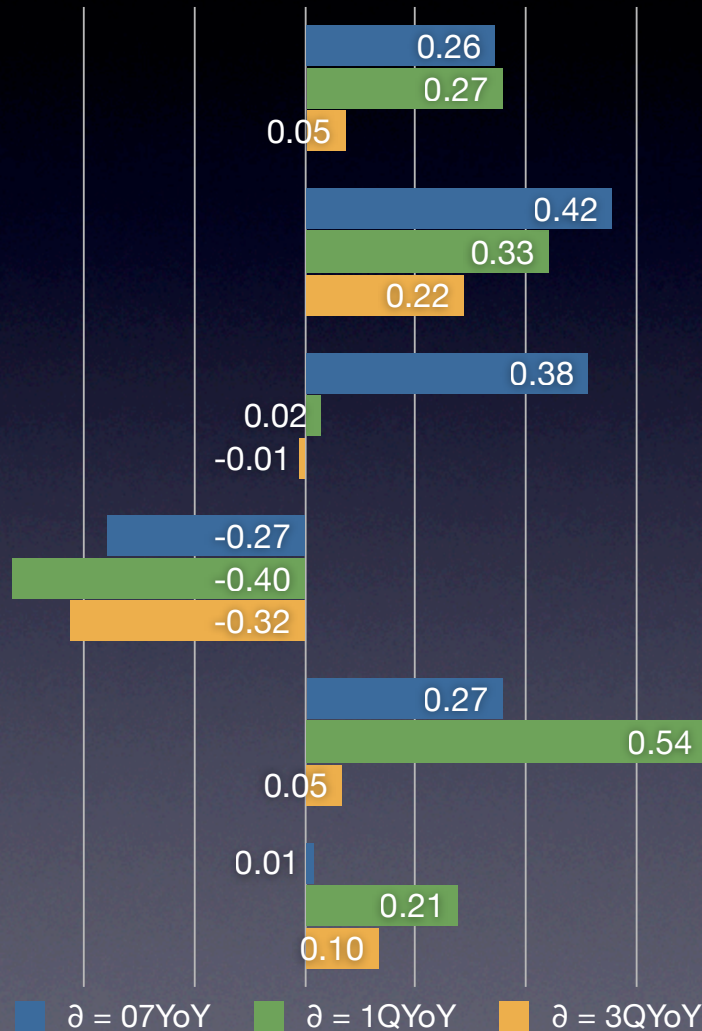
- 10.4% growth, 6.6% forward
- Cheap devices & plans
- Pervasive infrastructure
- Emerging markets make up 2/3

International Cellphone Market



<http://www.idc.com/getdoc.jsp?containerId=prUS21202108>

cellphone manufactures



Nokia, the slow moving giant

Samsung, a portion of recent growth can be attributed Nokia's CDMA lawsuit

Sony Ericsson, passed Motorola by standing still

Motorola, hemorrhaging money, supports five separate OS's

LG, compatriot of Samsung but smaller

Others, diverse strategies, #2 in recession

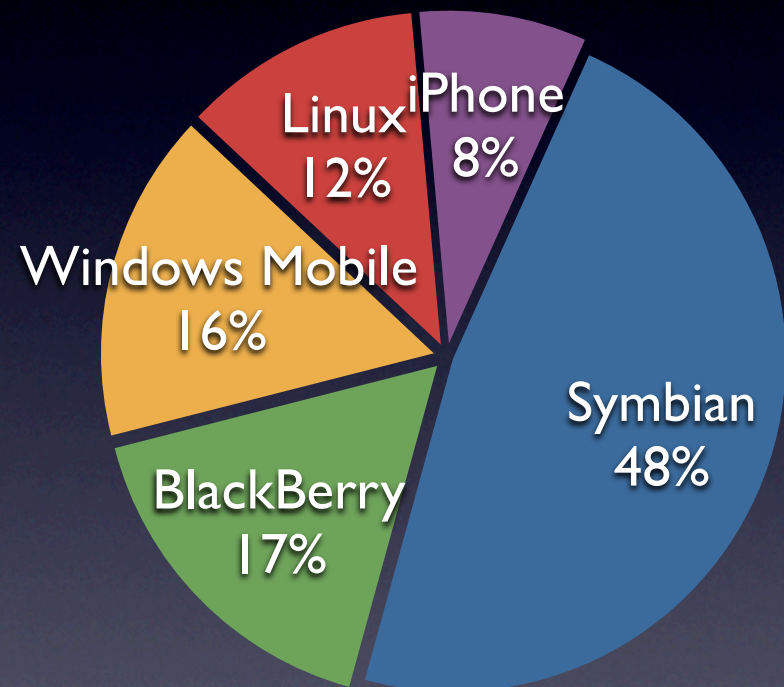
<http://www.idc.com/getdoc.jsp?containerId=prUS21202108>

<http://www.cellular-news.com/story/34392.php>

smartphones

- 26% growth, 26% forward
- Expensive devices and plans
- Decent infrastructure, in metropolitan areas only

International Smartphone Market

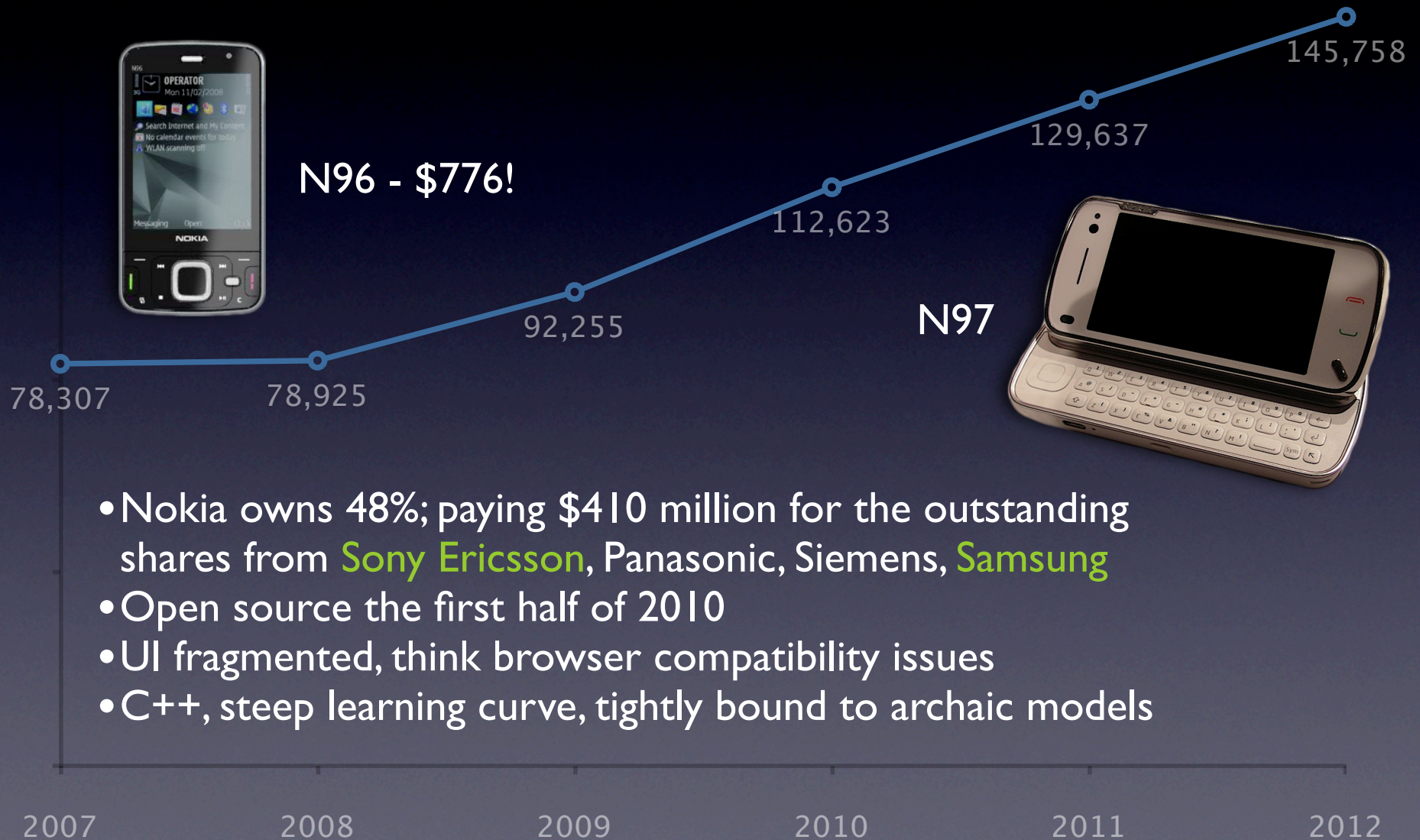


references #3

platforms

platform projections are from references #3

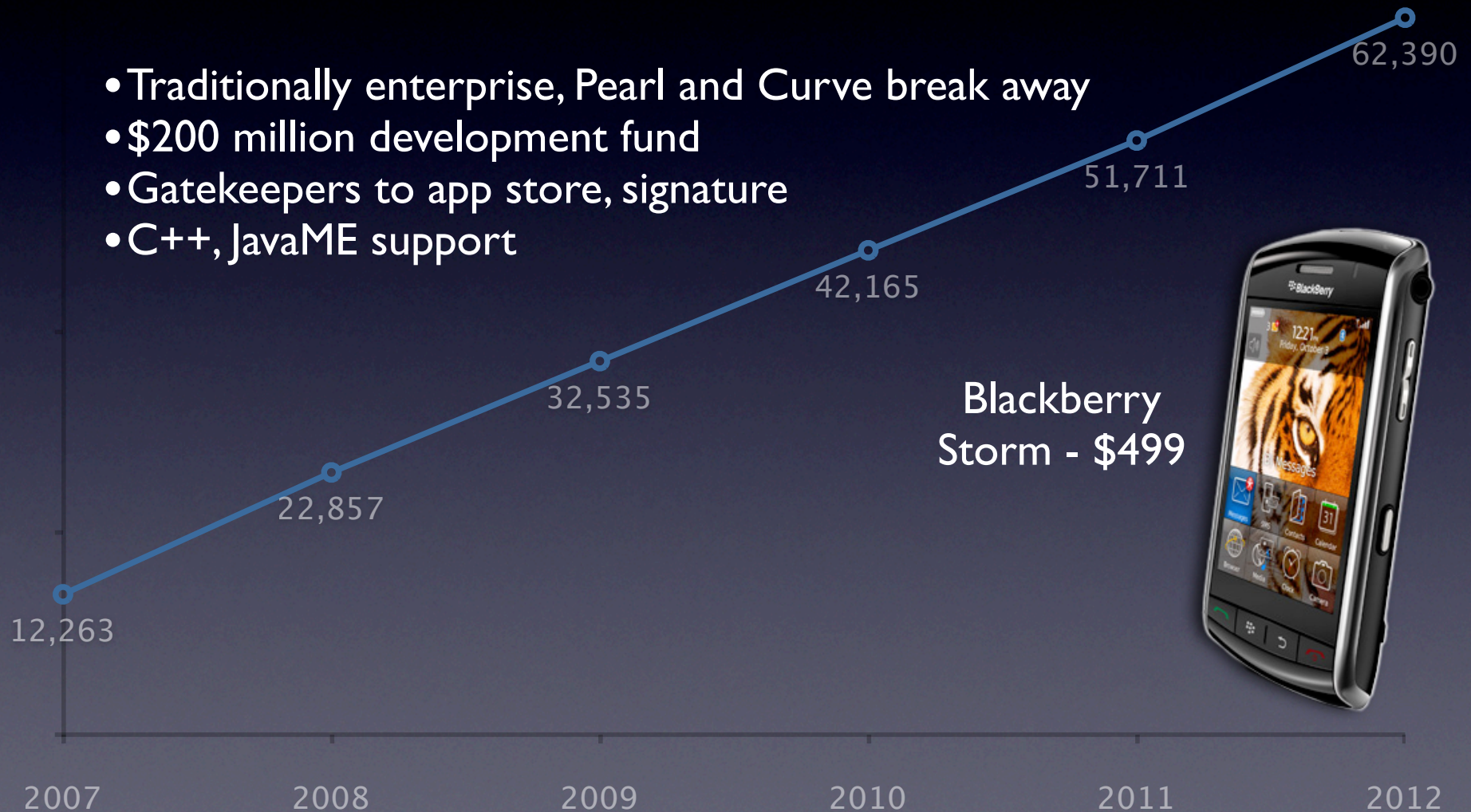
Symbian - Nokia



- Nokia owns 48%; paying \$410 million for the outstanding shares from **Sony Ericsson**, Panasonic, Siemens, **Samsung**
- Open source the first half of 2010
- UI fragmented, think browser compatibility issues
- C++, steep learning curve, tightly bound to archaic models

RIM - BlackBerry

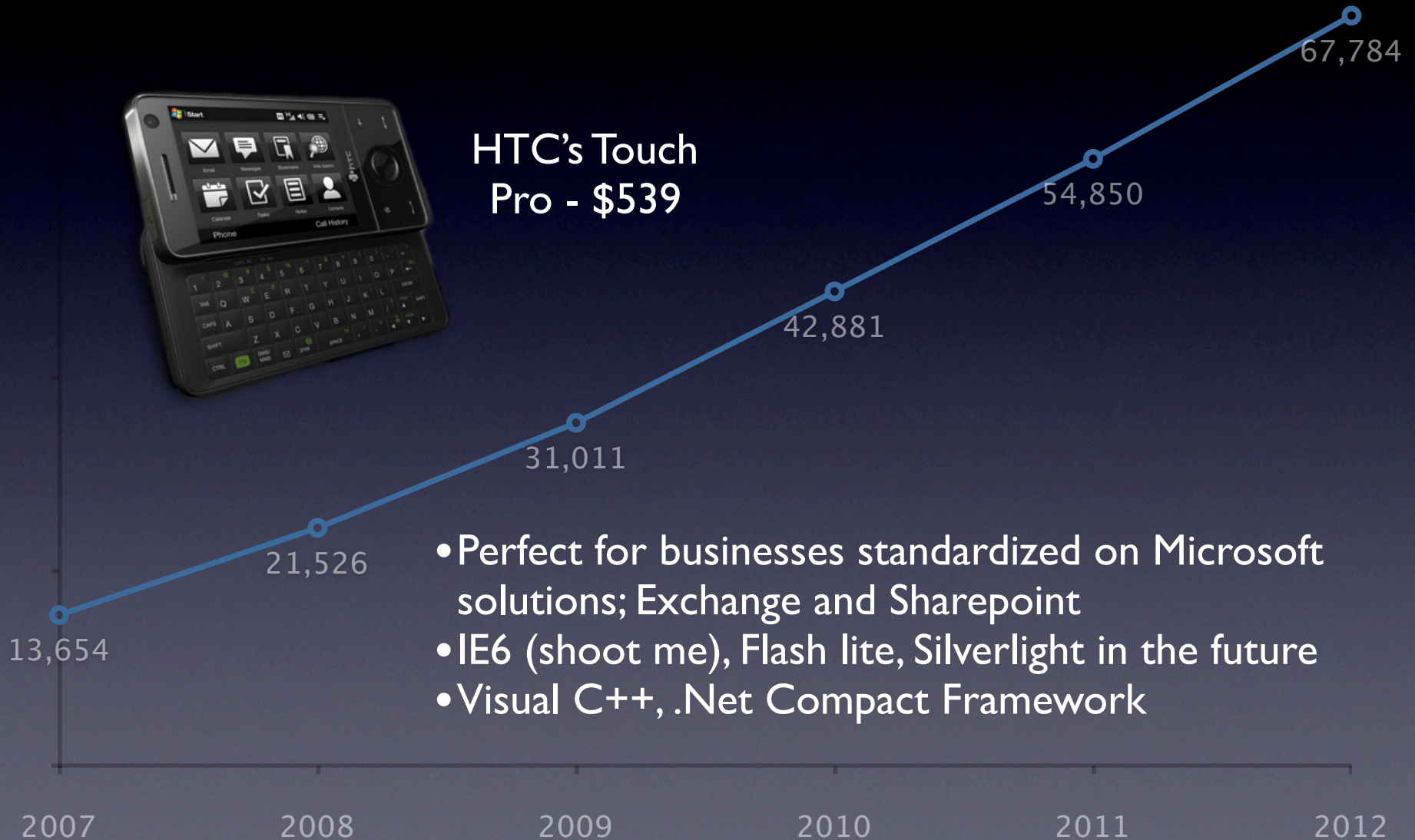
- Traditionally enterprise, Pearl and Curve break away
- \$200 million development fund
- Gatekeepers to app store, signature
- C++, JavaME support



Windows Mobile



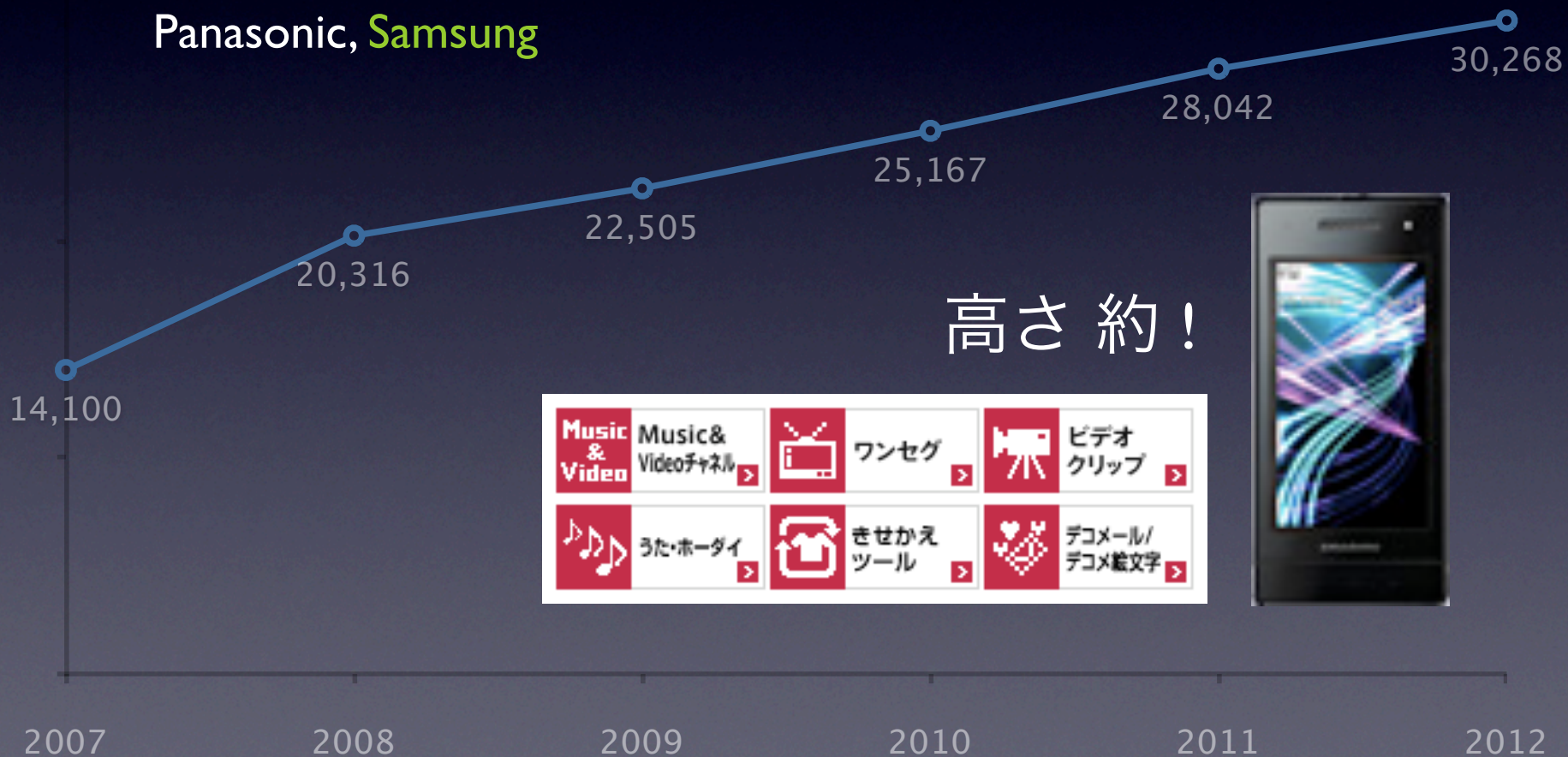
HTC's Touch
Pro - \$539



- Perfect for businesses standardized on Microsoft solutions; Exchange and Sharepoint
- IE6 (shoot me), Flash lite, Silverlight in the future
- Visual C++, .Net Compact Framework

Linux

- Upward of 20 different flavors, moving towards unification
- LiMo and LiPS foundation: **Motorola**, NEC, **DoCoMo**, Panasonic, **Samsung**



iPhone - Apple

- Exchange and VPN support, MobileMe flopped
- \$100 million development fund
- Gatekeepers to app store, approval
- Objective C, smaller sandbox



iPhone 3G
\$399

OHA in context



Open Handset Alliance
to the rescue! With
our powers combined...



T-Mobile
G1 - \$399

- C/C++, Java running in Dalvik VM
- Multitasking operating system
- Market, not a store, no middleman, kill switch
- Tremendous industry backing and mindshare

Software, Hardware	2009 Units
Symbian	92,357,808
Nokia	76,963,879
Motorola	2,073,281
BenQ	
DoCoMo, LG, Samsung, Sony Ericsson	13,320,648
BlackBerry	32,558,307
Windows Mobile	31,011,987
HTC	16,157,470
Motorola	2,073,281
ASUS, LG, Samsung	12,781,235
Linux	22,504,068
Motorola	2,073,281
NEC, Panasonic	
DoCoMo, Samsung, Vodafone	20,430,787
iPhone	15,780,795
Palm	4,171,000
Others	60,335

OHA vs. iPhone

	OHA Estimate	Conversion Rate	2009 Devices
Symbian	12,729,799	40.00%	5,091,920
Windows	31,011,987	5.00%	1,550,599
Linux	12,288,675	50.00%	6,144,337
Others	60,335	100.00%	60,335
Android			12,847,191
			67,655,000

Android 09	Low	High
Units	5,374,149	16,599,962
% of iPhone 09 Σ	20.78%	64.20%



fun facts!

- Motorola's new CEO of Mobile Devices, Sanjay Jha is a big fan of Android & not losing money
- “We are puzzled by recent product announcements like the Aura - a \$2,000 device - that seems to totally ignore current market dynamics”



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