

## Mobile Handsets and Applications October 2010

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The Mind Commerce Mobile Handsets and Application report focuses on recent news and events in the Mobile Handset market. The Newsletter brings you stories on the major players and devices in the Cellular Handset industry. We will monitor the trends in the Smartphone market; examine new technology trends and their impact on the marketplace. We study and comment on press announcements from Apple, Android, Google, RIM and the other major handset manufacturers. We will look at events that can change the market outlook and project market impacts.

Since the smart phone provides wireless communications device, we report on trends in the wireless network services. We will also provide insight into the events and trends in the mobile application marketplace.

The rapid growth of the Mobile application marketplace and huge numbers of the mobile applications leads one to wonder whether any application developer can be successful. The Newsletter will focus on the current state of the mobile application market, the business drivers in this market and how they will shape the mobile application market of the future.

### **Audience:**

- Handset vendors
- Mobile network operators
- Application developers
- Infrastructure providers
- Investors, analysts and consultants

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