

# Cellular Devices - Reality check and Market Outlook

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## Abstracts

This report describes the cellular connected device ecosystem, in terms of offerings and related business models. It describes the main drivers and barriers for market take-off. It also provides forecasts in volume and in value for the laptops and tablets markets for nine countries.

In terms of market adoption, cellular products are clearly gaining traction and several market estimates show that around 33% of the tablets are cellular, in advanced markets. The adoption varies a good deal from country to country. Cellular laptops are mainly driven by the professional market as it is more affordable to use rather than using dedicated dongles. Nevertheless, according to industry sources, their adoption is very limited, especially on the consumer side.

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## **LIST OF PLAYERS REVIEWED**

### Device players

Apple

Dell

Fogg

HP

Lenovo

Nexus

Samsung

### Telecom suppliers

Ericsson

Cisco

Gemalto

### Telco players

3

AT&T

Bouygues Telecom

Cubic Telecom

EE

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Orange

Sprint

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