

# **Smartphone: King of Convergence (Second Edition)**

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### **Abstracts**

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 penetration jumped another 9% in the U.S. from 3Q09 to 3Q10, and Google's Android OS benefited most from consumers' demand for smartphones. Global demand for smartphones has been phenomenal," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "This new mobile computing platform has opened up endless business opportunities for carriers, app developers, and content distributors."

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