

China New-type Smart Phones Report, 1H 2009

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Abstracts

In the first half of 2009, sales of smart phone in China surged against global sales downturn. In the meantime, competition between operating systems and mobile phone vendors gets increasingly fierce.

As the overlord in Chinese mobile phone market, Nokia has unrivaled brand impact and launch speed of new products. HTC is the key competitor of Nokia in China smart phone market.

New smart phones with GPS function are most welcomed by the users, followed by touch screen and 3G smart phones.

Smart phones RMB2001-3000 prevail in the market and are the focused concerns of the users. The quantity of high-end phones, above RMB3000 almost equaled with that of the former.

3-mega and 3.2-mega-pixel smart phone has replaced the mainstream 2-mega-pixel and already ranked first by quantity. Meanwhile, the quantity of 5-mega and 8-mega-pixel smart phones also increases rapidly.

Quantity of 2.4-2.8 inches screen and above 2.8 inches smart phones almost paralleled, showing the increasing popularization of large-size screen.

A great number of mobile phones employs Windows Mobile operating system; then comes Symbian S60.

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