

Research Report of China Mobile Phone Appearance Designs, 2008



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

Research Report of China Mobile Phone Appearance Designs, 2008

Date:	May 1, 2008
Pages:	100
Price:	US\$ 1,540.00
ID:	R2176716BA8EN

This report reveals the features of the mobile phone appearance design market in 2007 and discusses the trends of phone appearance design market in 2008 through research on aspects such as modeling, colors, materials, technologies, etc. of dozens of leading mobile phones in China market from 2007 to 2008.

The objects of research include mainstream phones in China market from four global manufacturers: Nokia, Motorola, Samsung and Sony Ericsson as well as famous second-tier manufacturers including Lenovo, Dopod, ZTE and so on. Meanwhile, this report involves the appearance design characteristics of popular parallel imports phones (iPhone, Blackberry, etc.) in China market.

Phone appearance figures and detailed parameters related to appearance designs are provided in large quantities while valuations of various mainstream design features are revealed according to the feelings of customers

Phone appearance design enterprises can know the situations and features of appearance design of best-selling phones in China market in 2007 well. On the other hand, they can find some trends of phone appearance designs in 2008 and future. It is worth mentioning here, as the day of China issuing 3G license coming, the phone appearance design will change along with functions varied. All these new trends will be described in the report.

Table of Content

Executive Summary
Methods of research
Objects

CHAPTER 1 PROFILES OF CHINA MOBILE PHONE MARKET, 2007-2008

- 1.1 Productions and sales
 - 1.1.1 Productions of China mobile phone industry
 - 1.1.2 Sales of China mobile Phone industry
 - 1.1.3 Trends
- 1.2 Competitions
 - 1.2.1 Competitions between different phone camps
 - 1.2.2 Competitions between regional markets
- 1.3 Major phone brands and top model series in China, 2007
 - 1.3.1 Analysis on market shares of phone brands
 - 1.3.2 Top phones of the market

CHAPTER 2 ANALYSIS ON CHINA MOBILE PHONE APPEARANCE DESIGN MARKET

- 2.1 Profiles of current situations

- 2.1.1 Global brands
- 2.1.2 Domestic well-known brands
- 2.1.3 Domestic discredited brands
- 2.1.4 Parallel imports phones sold in China market (iPhone, Blackberry, etc.)
- 2.2 Analysis on hotspots in China phone appearance design market
 - 2.2.1 Modeling
 - 2.2.2 Materials
 - 2.2.3 Colors
 - 2.2.4 Functions
 - 2.2.5 Surface treatment technologies
 - 2.2.6 Keyboard layout
 - 2.2.7 Other fields

CHAPTER 3 RESEARCH ON APPEARANCE DESIGNS OF TOP NOKIA MODEL SERIES IN CHINA MARKET, 2007

- 3.1 N73
 - 3.1.1 Profiles
 - 3.1.2 Appearance design in details
 - 3.1.3 Valuation
- 3.2 N95
 - 3.2.1 Profiles
 - 3.2.2 Appearance design in details
 - 3.2.3 Valuation

Other top models of Nokia (the same structures as the formers), including 10 models in all... ..

Summary on Nokia phone appearance designs in China market

CHAPTER 4 RESEARCH ON APPEARANCE DESIGNS OF TOP MOTOROLA MODEL SERIES IN CHINA MARKET

- 4.1 V8
 - 4.1.1 Profiles
 - 4.1.2 Appearance design in details
 - 4.1.3 Valuation
- 4.2 E6
 - 4.2.1 Profiles
 - 4.2.2 Appearance design in details
 - 4.2.3 Valuation

Other top models of Motorola (the same structures as the formers), including 5 models in all... ..

Summary on Motorola phone appearance designs in China market

CHAPTER 5 RESEARCH ON APPEARANCE DESIGNS OF TOP SAMSUNG MODEL SERIES IN CHINA MARKET

Other top models of Samsung (the same structures as the formers), including 5 models in all... ..

Summary on Samsung phone appearance designs in China market

CHAPTER 6 RESEARCH ON APPEARANCE DESIGNS OF TOP SONY ERICSSON MODEL SERIES IN CHINA MARKET

Other top models of Sony Ericsson (the same structures as the formers), including 5 models in all... ..

Summary on Sony Ericsson phone appearance designs in China market

CHAPTER 7 RESEARCH ON APPEARANCE DESIGNS OF OTHER PHONE BRANDS

- 7.1 Lenovo
- 7.2 Dopod
- 7.3 Bird
- 7.4 ZTE
- 7.5 Amoi
- 7.6 CECT
- 7.7 Other domestic and discredited phones
- 7.8 Summary on appearance designs of other phone brands

CHAPTER 8 ANALYSIS ON TRENDS OF MOBILE PHONE APPEARANCE DESIGNS IN CHINA MARKET

- 8.1 Factors influencing developments
 - 8.1.1 Cost
 - 8.1.2 Function
 - 8.1.3 The influence from the coming 3G era
- 8.2 Trends
 - 8.2.1 Appearance design of Nokia
 - 8.2.2 Appearance design of Motorola
 - 8.2.3 Appearance design of Samsung
 - 8.2.4 Appearance design of Sony Ericsson
 - 8.2.5 Appearance design of domestic well-known brands
 - 8.2.6 Appearance design of domestic discredited phones
- 8.3 Recommendations on mobile phone appearance designs in China market
 - 8.3.1 Fashion
 - 8.3.2 Pre-3G and 3G era
 - 8.3.3 Others

PARTIAL CHARTS

- Chart Outputs of China mobile phone, 2003-2007
- Chart Volumes of sales of China mobile phone market, 2003-2007
- Chart Average prices of China mobile phone market, 2003-2007
- Chart General view on new model series of Nokia in China market, 2006-2008
- Chart General view on new model series of Motorola in China market, 2006-2008
- Chart Appearance of Nokia N95 (Front)
- Chart Appearance of Nokia N95 (Reverse)
- Chart General view on specifications of Nokia N95 appearance design
- Chart Trends of Nokia phone appearance design, 2008-2009

COMPANIES MENTIONED

- Nokia
- Motorola
- Samsung
- Sony Ericsson
- Lenovo
- Dopod
- Bird
- ZTE
- Amoi
- CECT
- Others

I would like to order:

Product name: Research Report of China Mobile Phone Appearance Designs, 2008
Product link: <http://marketpublishers.com/r/R2176716BA8EN.html>
Product ID: R2176716BA8EN
Price: US\$ 1,540.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/R2176716BA8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**