

Research Report of China Mobile Phone Appearance Designs, 2008

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Abstracts

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.

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Motorola
Samsung
Sony Ericsson
Lenovo
Dopod
Bird
ZTE
Amoi
CECT
Others

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