

The Mobile User Interface Market 2012-2017: UI in the iPhone, Android, and Windows Era

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Abstracts

The mobile device market is driven by factors more mercurial than other segments of the telecommunications industry. There is increasing pressure on equipment manufacturers to have their finger on the proverbial pulse, to find a middle ground between functionality and popular modern gadgetry. In 2012 the mobile touchscreen UI market will represent a \$12.6bn hardware industry as well as registering 632.6 million device shipments.

In efforts to stay ahead of the curve and grasp competitive advantage, innovative companies have attempted to steer demand themselves, giving customers what they want before they know they want it. Ubiquitous devices such as the iPhone and iPad have demonstrated how profound an impact these efforts can have on our interaction with technology.

User interface (UI) encompasses the hardware and firmware that governs an end-user's mobile experience. It dictates how phones are used and, to a degree, propels the functions they are able to accomplish.

In addition to providing in-depth analysis and forecasts of global, regional, and national-level OS proliferation up to 2017, visiongain also delivers a thorough examination of 4 sub-markets crucial to touchscreen UI. The report also delves into the production side of mobile UI hardware, identifying major players and world regions where manufacturing is set to take off during the forecast period.

Visiongain's report, The Mobile User Interface Market 2012-2017: UI in the iPhone, Android, and Windows Era, examines device usage metrics, screen size and other device trends, application ecosystems, leading vendors, and the latest technology that

promises to alter the mobile landscape. All of visiongain's findings are clearly and neatly illustrated through 137 unique charts, tables, and figures spanning the report's 9 chapters. Our conclusions are informed by a great diversity of secondary sources, providing well-rounded and comprehensive analysis of a highly influential market.

Unique Selling Points

Comprehensive analysis of prospects for the global mobile user interface (UI) market from 2012-2017.

Analysis and forecasting of 4 sub-markets composing the backbone of mobile UI hardware: touch sensors and controller ICs, MEMS, cover glass, and display panels.

137 unique tables, charts, graphs, and figures that quantify, analyse and forecast the changing dynamics of the mobile UI market between 2012-2017.

Quantification and analysis for the global mobile UI market between 2012-2017 is divided neatly into separate hardware and software forecasts.

The report provides an in-depth examination of mobile UI hardware production, leading vendors, and regional analysis of the supply chain.

Forecasts and analysis for 5 regional mobile UI markets: North America, Latin America, Asia-Pacific, Europe, and the Middle East and Africa.

Analysis of consumer demands, media consumption habits, and usage metrics that influence and characterise the mobile UI market.

Overview of 7 leading mobile UI hardware vendors and the products that earned them incumbent status in their respective sub-markets.

Discussion of successes and failures of the major mobile operating platforms: Apple iOS, Google Android, Microsoft Windows Phone, and RIM's BlackBerry OS, as well as of devices operating those platforms.

Methodology

Visiongain telecommunications reports are compiled using a broad and rich mixture of both primary and secondary information to produce an overall industry outlook. In order to provide our clients with the best product possible product, we do not rely on any one single source of information. Visiongain analysts not only interview market-leading vendors, carriers, service providers and industry experts but also review a wealth of financial data and product information from a vast range of sources.

Why you should buy The Mobile User Interface Market 2012-2017: UI in the iPhone, Android, and Windows Era

You will receive a comprehensive analysis of the mobile UI market from 2012-2017.

You will find 137 tables, charts, figures, and graphs that quantify, analyse and forecast the mobile user interface market from 2012-2017.

You will receive forecasts and analysis of the mobile user interface market in 5 regions from 2012-2017 by production revenues.

North America

Latin America

Europe

Asia-Pacific

The Middle East and Africa

You will receive forecasts and analysis of 4 sub-markets making up the backbone of mobile UI hardware in terms of revenue and shipments.

Touch sensors and controller ICs

MEMS

Cover glass

Display panels

You will receive forecasts for global and regional mobile OS market shares from 2012-2017

You will receive mobile OS market share data for the following key regions

EU5

US

Canada

Japan

France

Germany

Italy

Spain

UK

You will obtain profiles of 7 leading companies operating in the mobile UI hardware sub-markets.

You will find market share data for the mobile touch controller IC market

You will receive forecasts for tablet shipments from 2012-2017

You will receive analysis of the leading operating platforms, forecasts on their proliferation and penetration from 2012-2017, and strategies that have helped or hindered their pursuit of market share.

You will receive a SWOT analysis examining the mobile UI market from 2012-2017.

You will understand the consumer demands and usage habits that drive innovation in the mobile UI sector.

You will learn about new technologies that will steer mobile UI beyond the forecast period.

What is the structure of the report?

Chapter 1 describes the history of mobile user interface and its evolution into the current market.

Chapter 2 provides forecasts of the global mobile UI market for 2012-2017.

Chapter 3 provides both hardware and software forecasts of regional mobile UI markets, as well as regional mobile UI hardware production forecasts 2012-2017.

Chapter 4 highlights key aspects of mobile UI, ranging from consumer habits and demands of modern mobile operating systems, as well as trends, successes, and failures in OEM strategy.

Chapter 5 details the efforts of Apple, Google, Microsoft, and BlackBerry in trying to push their devices, operating systems, and new technologies into the commercial spotlight.

Chapter 6 provides in-depth analysis of mobile UI hardware sub-markets and the leading vendors operating within them.

Chapter 7 analyses emerging UI technologies and outlines how they may impact the future of smart device interaction.

Chapter 8 is a SWOT analysis of the mobile UI market.

Chapter 9 is the conclusions chapter, which sums up earlier market forecasts and analysis.

You can order this report today

Anybody with an interest in the mobile user interface market will gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the telecoms industry. The mobile user interface market offers substantial business and investment opportunities and is becoming an increasingly important component of the smartphone sector globally.

This visiongain telecoms report will be valuable both to those already involved in the mobile user interface market and those wishing to enter the market in the future. Gain an understanding of how to tap into the potential of this market by ordering *The Mobile User Interface Market 2012-2017: UI in the iPhone, Android, and Windows Era*

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COMPANIES LISTED

Acer
Adobe
Advanced Micro Devices
Apple Inc.
Asahi Glass
Asus
AT&T
Atmel
Broadcom
Canon
Chimei Innolux
Corning
Cypress Semiconductor Corporation
Dell
Elpida Memory
FPT Corporation
Freescale Semiconductor
Fujitsu
Gateway
Google
Hitachi
HP
HTC
Huawei
Hynix
Infineon Technologies
Intel Corporation
InvenSense
Laster Technologies
LCD
Lenovo
LG
Logitech
Marvell Technology Group
Meebox

Micron Technology
Microsoft
Motion Computing
Motorola
NEC
Nokia
NVIDIA
NXP
ON Semiconductor
Panasonic
Paypal
Qualcomm
Renesas Electronics
RIM
Samsung
Samsung Electronics
SK Telesys
Sonim
Sony
Sony Ericsson
Sprint
STMicroelectronics
Synaptics
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