

This memo will summarize the article, “1-Smartphone competition to bite in 2010 after Q4 boom”. This article provides a broad overview of the current smart phone market. This article will inform the Proximity readers and clients about the current statuses of the smartphone market and additional questions will be necessary to provoke discussion.

### **What the Market Currently Looks Like**

In a nut shell, the smart phone market is booming. Despite America’s poor economic state, the market of smart phones have been flourishing. Strategy Analytics said “on Monday the smartphone market grew 30 percent year-on-year in the December quarter to 53 million phones, the highest ever”. Apple, the exclusive supplier of the iphone, has substantially increased their sales in 2009 and is anticipating an even greater increase in 2010. Not to mention other foreign-based smart phone suppliers, like Samsung Electronics and LG Electronics, who have found similar success as Apple. Undeniably, the year of 2010 will consist of high competition between the smart phone suppliers and an even greater supply of smartphones.

### **Why this Increase is significant**

The increase of smartphones directly impacts the Proximity readers and clients for two major reasons:

Many of the applications possessed by smartphones require other users and the network becomes more efficient with more users. This design will encourage more people to upgrade their phones to smartphones. The more competition between smartphone suppliers results in low prices and more sales. Consequently, this incentivizes more people to get a smartphone.

### **Questions to ask**

As the market of smart phones increases, it is necessary to question if they are needed in our technologically inclined society of the 21<sup>st</sup> century or simply wanted.

- Would you consider upgrading to a smartphone even if it means a higher monthly bill?
- Do you typically find yourself away from a computer when you need to use the internet?
- Which applications would you find useful that are only exclusive to smartphones?

If the focus group answered these questions, we can demonstrate that more people demand smartphones and that this market is destined to prosper.

### **Reference**

"UPDATE 1-Smartphone competition to bite in 2010 after Q4 boom | Reuters." Business & Financial News, Breaking US & International News | Reuters.com. Web. 02 Feb. 2010. <<http://www.reuters.com/article/idUSLDE60U0K220100201>>.