

Feeling the Data: Worldwide Mobile Phone Touch Screen Analysis

OBJECTIVE	This report will help clients understand the trends in user touch interface from both a technology and market perspective. Key issues covered will include trends in capacitive versus resistive, profiles of component suppliers and competitive analysis of component suppliers and implementation of technology by vendors.
VALUE FOR SUBSCRIBER	Better understanding of market growth trends in terms of user interface technology. This report will enable handset vendors as well as component suppliers to keep informed about technology and volume shipments as well as market share.
KEY QUESTIONS ANSWERED	What is the split between capacitive versus resistive technology? Who are the most important suppliers of technology to mobile handset vendors? What are the differences in touch screen adoption across regions? What are the advantages of touch technologies over QWERTY? What are the future technologies that will impact touch over the next five years?
METHODOLOGY	<ul style="list-style-type: none">▪ 5 Interviews with handset vendors▪ 5 Interviews with touch component suppliers▪ 3 Interviews with mobile operators▪ 3,326 Web survey of end-user preferences
SUBSCRIBER PROFILE	Touch screen manufacturers Mobile device manufacturers Software vendors
GEOGRAPHY	Worldwide by region including North America, Latin America, EMEA and Asia/Pacific
PRICE	\$10,000 Touch screen overview report PowerPoint summary of the results Excel spreadsheet with forecast broken down by touch interface \$5,000 Three additional quarterly updates of touch screen forecast
PROJECT SCHEDULE	Project start: November 2009 Full report: March 2010
PROJECT TEAM	Stephen Drake - Program Vice President, Mobility and Telecom Will Stofega - Program Manager, Mobile Device Technology and Trends Ramon Llamas - Senior Research Analyst, Worldwide Mobile Phone Tracker
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