



Japan Quarterly Mobile Device Tracker

IDC's Japan Mobile Device Tracker covers the portable internet access device market including products like portable PCs and mini-notebooks as well as the substantial opportunities for data centric smart phone devices. Moreover, mobile devices represent a critical platform for web browsing, mail and new media in general; this tracker helps give meaning to this trend by monitoring the market on a quarterly basis. It provides broad and deep coverage in the mobile device market, enabling companies to understand emerging factors and business models.

Markets Covered

This product covers the following segments of the mobile device market:

- Portable PC
- Mininotebook
- Data centric Smart phone
- Converged mobile device

Segments Analyzed

Throughout the year, this product will address the following topics:

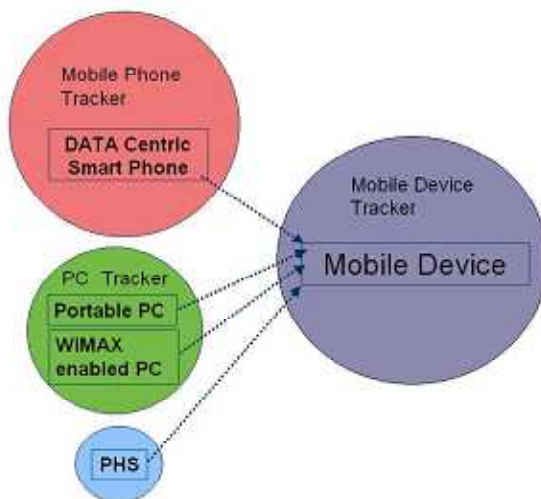
- By form factors (Mini-notebook, data centric Smart Phone, Converged device)
- Price band analysis
- By operating systems(Windows Mobile, Symbian, Palm OS, Linux Windows XP, etc)

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What is the market share for leading mobile device vendors in Japan ?
2. How are quarterly shipments divided among various air interface in Japan ?
3. How popular have mobile devices become in Japan ?
4. What are the shipment volumes of the portable internet access devices compared to traditional mobile phones ?
5. How successful have new technologies, such as integrated camera, external memory, been key factors in Japan ?

Taxonomy of Mobile Device



Source: IDC

Competitive Analysis

IDC's Japan Quarterly Mobile Device Tracker product examines how the vendors are positioning themselves to compete in the mobile device market. This product reviews strategies, market positioning, and future direction of several providers in the mobile device, including:

Acer, Apple, au, Dell, NTT DoCoMo, Emobile, Epson, Fujitsu, HP, NEC, Panasonic, Rim, Softbank, Sony, and Toshiba.

Timely Delivery and Support

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

Schedules:

2009Q4: March 2010, 2010 Q1: June 2010, 2010Q2: September 2010 and 2010Q3: December 2010

Forecast data from 2010-2014 (quarterly based forecast and annual one)

Package:

Excel

Segmentation:

Historical data: including market size on unit shipment

Respond to Today's Dynamic Market

キャリア	(すべて)
分類&属性	(すべて)
モデル名	(すべて)
方式名	(すべて)
OS	(すべて)
CPU	(すべて)
全メモリ容量	(すべて)
カメラ画素数	(すべて)
メインパネル・インチ別	(すべて)
MP 解像度	(すべて)
サブパネル・インチ別	(すべて)
SB 解像度	(すべて)
カード搭載	(すべて)
厚さ(mm)	(すべて)
重量	(すべて)
形状	(すべて)
TV機能	(すべて)
GPS機能	(すべて)
WiLAN機能	(すべて)
Felica機能	(すべて)
Bluetooth	(すべて)
WIMAX機能	(すべて)
Security	(すべて)

合計：出荷台数	出荷時期					総計
ベンダー	08/Q1	08/Q2	08/Q3	08/Q4	09/Q1	
Apple						
Acer						
Ausus						
Dell						
Fujitsu						
HTC						
LG						
Mitsubishi						
NEC						
Panasonic						
Pantech						
RIM						
Sharp						
Toshiba						
総計						

Source: IDC

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



IDC is the premier global provider of market intelligence, advisory services, and events for the information technology telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 45 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

IDC Japan, 3rd Floor, Nihonjisho-Daiichi Building, 1-13-5 Kundankita, Chiyoda-ku, Tokyo 102-0073, Japan P.81-3-3556-4761 F.81-3-3556-4771

For a complete list of IDC's worldwide offices, visit www.idc.com/offices

IDC_P19721_0709