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### Mako Analysis Report: Handset Trends 2006 -

Manufacturers concede fashion, aesthetics and form factor lead with cutting edge technology to take a back seat

"2006 will be the year of multiple device colour options with leading edge technology such as HSDPA taking a back seat to existing growth areas such as killer form factor innovation, music and camera functionality"

**London, UK, January 19<sup>th</sup> 2006** – UK based mobile market analysis, research and consulting firm Mako Analysis has today unveiled an interesting insight into the major wireless handset trends that we are likely to see emerge through 2006.

The Mako Analysis report, "Handset Trends 2006" identifies forthcoming developments in areas such as 3G/UMTS, HSDPA, connectivity, music, handset vendor music position, camera phones, form factor, colour and customisation, gaming and remote management, to name but a few.

The insights revealed in the report are extensive, however some of the most intriguing commentary centres around statements such as:

- The current popular **device colours** of black and pink will be joined by a wide range of shades that will be used to extend the shelf life of many of the key device lines released through the year
- Despite industry hype, 2006 will not be the year of **HSDPA**
- **Bluetooth** connectivity will finally penetrate into low end device segments, where as **infrared** will start to be phased out
- **3G** will finally meet high end 2G levels of device weight and size
- **Mobile music** will form a key battleground for handset manufacturers but the winners and losers will surprise many



- **Camera technology** will see many advances with up to 5 mega pixel models emerging in 2006

Low cost handsets, remote device management, gaming and popular form factors are all discussed in detail within the report.

A spokesperson for Mako Analysis commented, "2006 is certainly set to become a very exciting year for the mobile terminals business. We have compiled this report using our own extensive knowledge of the mobile terminals value chain and by canvassing the opinions of industry experts across the world. The report is unique in the level of detail revealed and has already received widespread acclaim from industry experts and customers across the mobile value chain."

The types of device that are expected to emerge in 2006 further support the existing belief expressed by Mako Analysis that end users are, in the main, not willing to sacrifice pleasing aesthetics and everyday usability for market leading advances in technology that will rarely be used in every day interactions with their device.

Handset Trends 2006 is available now from the Mako Analysis website:

[www.makoanalysis.com](http://www.makoanalysis.com)

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### **About Mako Analysis**

Mako Analysis specialises in providing realistic research, actionable advice and bespoke consulting to members of the global wireless communications industry. Our specialism in mobile communications is our strength as our organisation is deeply committed to this specific market segment. We are constantly looking across the globe and into the future for any and all opportunities and threats that will have an impact upon the wireless industry we see around us today. As a fiercely independent firm we accurately communicate this information via off the shelf and bespoke reporting as well as highly tailored consulting projects. We know where our strengths lie, our mission is to help find, refine and continue to expand the strengths of our customers by providing them with the very best research and advice that the mobile industry has to offer.