



Telsyte
A business unit of Gibson Quai AAS
Level 4, 31 Market Street
Sydney NSW 2000 Australia
www.telsyte.com.au
Phone: (02) 8297-4650
Fax: (02) 8297-4633

ABN 91 009 323 620

Monday 20th October 2008

2008 Year of Smartphone With Open-source Platforms Gathering Momentum, finds Telsyte

Sydney, 20th October 2008 - Telsyte's latest research into Australia's smartphone market reveals that the country's annual smartphone shipment has grown by almost 40 times from five years ago and that nearly three in ten mobile phones sold this year will be smartphones.

"2008 has been the year of the smartphone in Australia, with a record 50 models introduced this year alone," said Warren Chaisatien, Telsyte Research Director. Fuelling this rapid growth have been next-generation devices, like the Apple iPhone, HTC Touch Diamond, and BlackBerry Storm, which feature large touch screens with very few or no buttons, full online and multimedia capabilities, and highly intuitive gesture-based input methods.

Mr Chaisatien observed that in tandem with the rise of next-generation smartphones is the emergence of open-source mobile platforms, such as the new Symbian and Google's Android, which is forcing established vendors like RIM and Microsoft to watch their backs. "As users and carriers move towards off-deck content, the key for established players is to enrich their ecosystems by opening up their platforms while maintaining their unique competitiveness and security."

Telsyte's analysis finds a large untapped market opportunity around entry-level, first-time smartphone users, a segment receptive to advertising and location-based services. Smartphones with multi-mode (3G/WiFi) connectivity, mobile PBX and mobile VoIP functionality are found to be attractive to Australian business users, while mobile instant messaging, search, maps and email applications are sought after by consumer smartphone users. This represents good news for consumer marketing groups who are constantly looking for ways to gain consumer attention.

These research findings are from Telsyte's latest research report titled, "**Comparative Analysis of Australian Smartphones and Vendors, 3Q2008**". This report provides an authoritative assessment of Australian smartphone market developments and reviews Australia's latest smartphone features and application capabilities. It also discusses the changing landscape of the mobile operating system market, business and consumer preferences for smartphones and their perceptions on the vendors, as well as their preferences for segmented content. It is also an essential guide for organisations planning to mobile their workforce with smartphone technologies.

For media inquiries, please contact:

Warren Chaisatien

Research Director

Phone: (02) 8297 4651

wchaisatien@telsyte.com.au

Gary Tsang

Associate Analyst

Phone: (02) 8297 4644

gtsang@telsyte.com.au

About Telsyte

[Telsyte](http://www.telsyte.com.au) is an Australian-based market research consultancy specialised in the competitive intelligence of the converged communications market. Telsyte's expertise is centred on the three core competency areas of Carrier & Broadband, Mobile & Wireless and Enterprise Communications. Telsyte provides industry insights through custom research and consulting as well as ongoing research, which includes market reports and online databases. Telsyte is a business unit of Australia's largest independent telecom consulting company, [Gibson Quai-AAS Pty Ltd.](http://www.gibsonquai.com.au)

You are receiving this Media Release because you are either a past or current Telsyte customer, or have been in direct contact with us recently. Should you wish to be removed from this Media Release distribution list, please reply to this email with "**Unsubscribe**" in the subject line.