



IHS Focus Convention [Technology]: Mobile & Display Phenomenon in 2014 and beyond

Smartphone Market Update

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CO**
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governments in 165+ countries
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- **Technology**
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- Economics
- Country Risk
- Operational Excellence and Risk Management
- Product Design
- Supply Chain

Mobility changes life



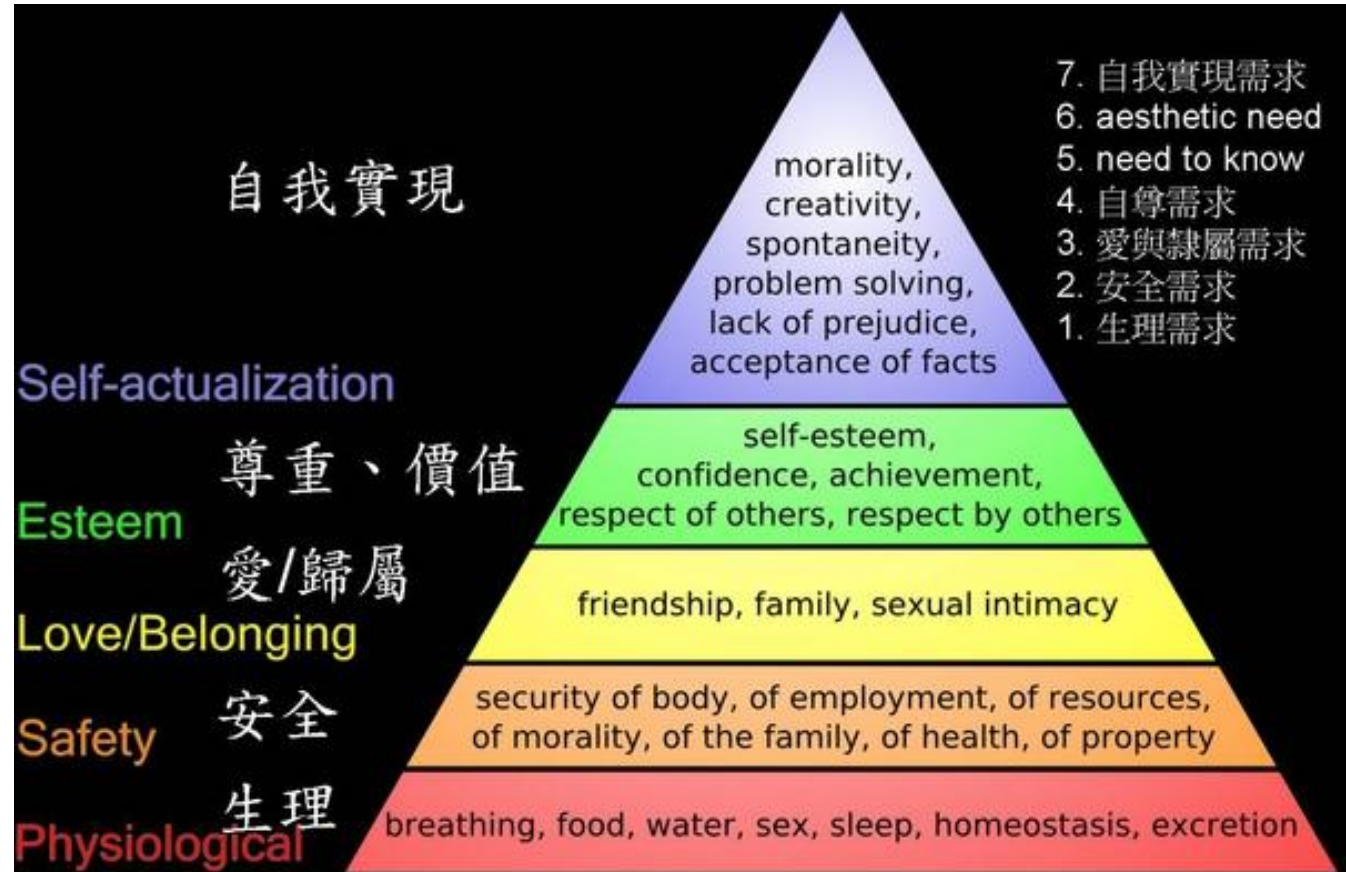
锤子

苹果

小米

通话, 互联网

手机



Mobile Phone Evolution



CPU
GPU
Screen
Memory
Sensors
Camera

•
•
•





lenovo

ZTE

Coolpad 酷派

oppo

vivo



TCL

GIONEE

亚马逊
amazon.cnGoogle
谷歌

品牌, 营销, 高性价比

淘宝网
Taobao.com

LBS

O2O

电商

移动
支付理财
产品社交
工具

旅行

游戏

搜索

应用
商店

视频

新闻

Flagship from Chinese OEMs



oppo



vivo



Xiaomi's Smart Life



5000万用户的Android系统



Apple Kingdom



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iCloud keeps your info up to date, everywhere you need it.

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Find My Friends and Find My iPhone

Share your location with friends. And locate your device if you misplace it. [Learn more](#)

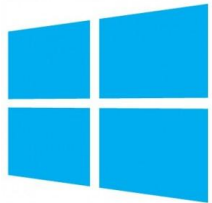
Product
Branding
User Experience
Technology
Innovation
Supply Chain
Ecosystem

Chip + OS + Ecosystem

Services

Contents

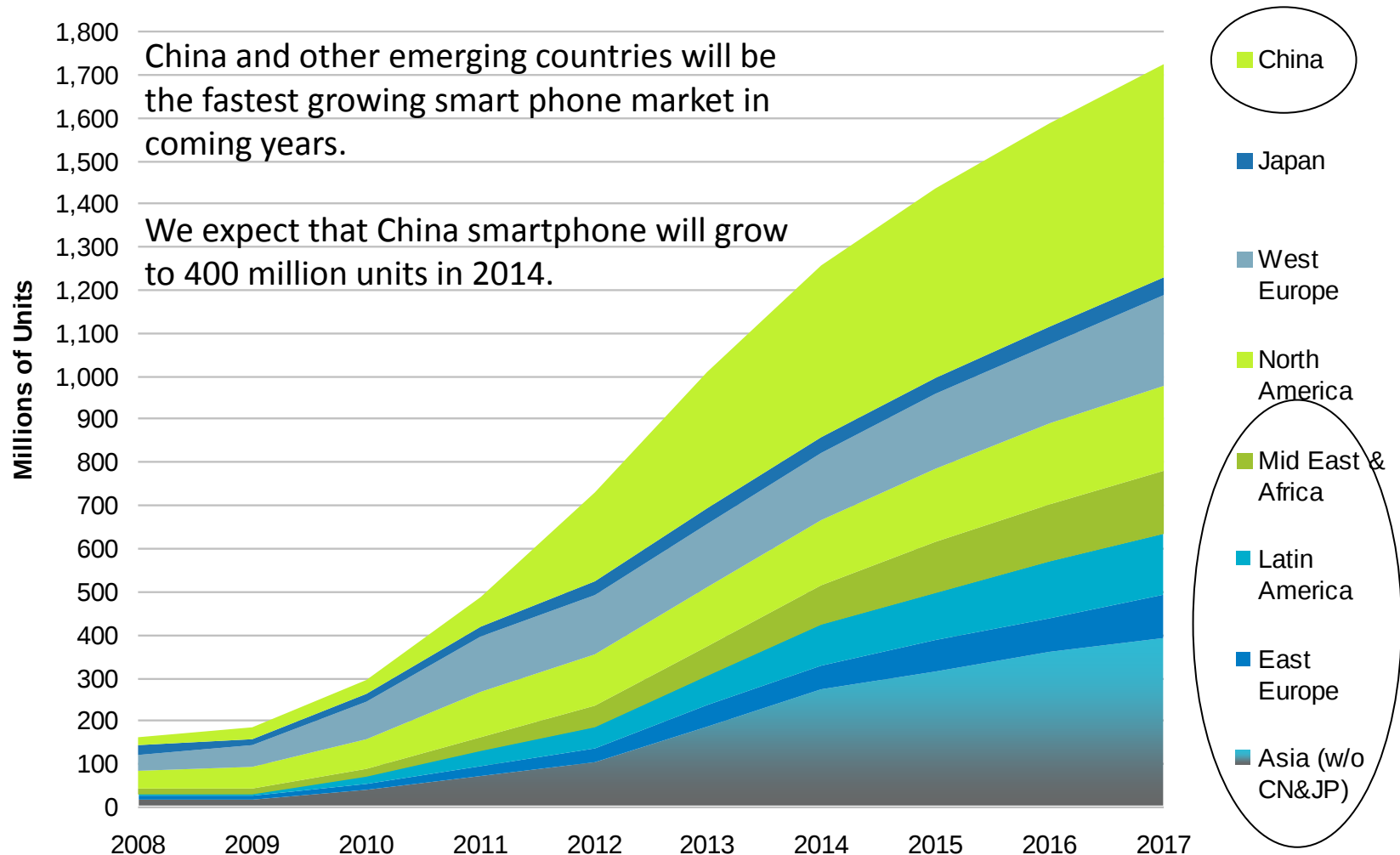
Applications



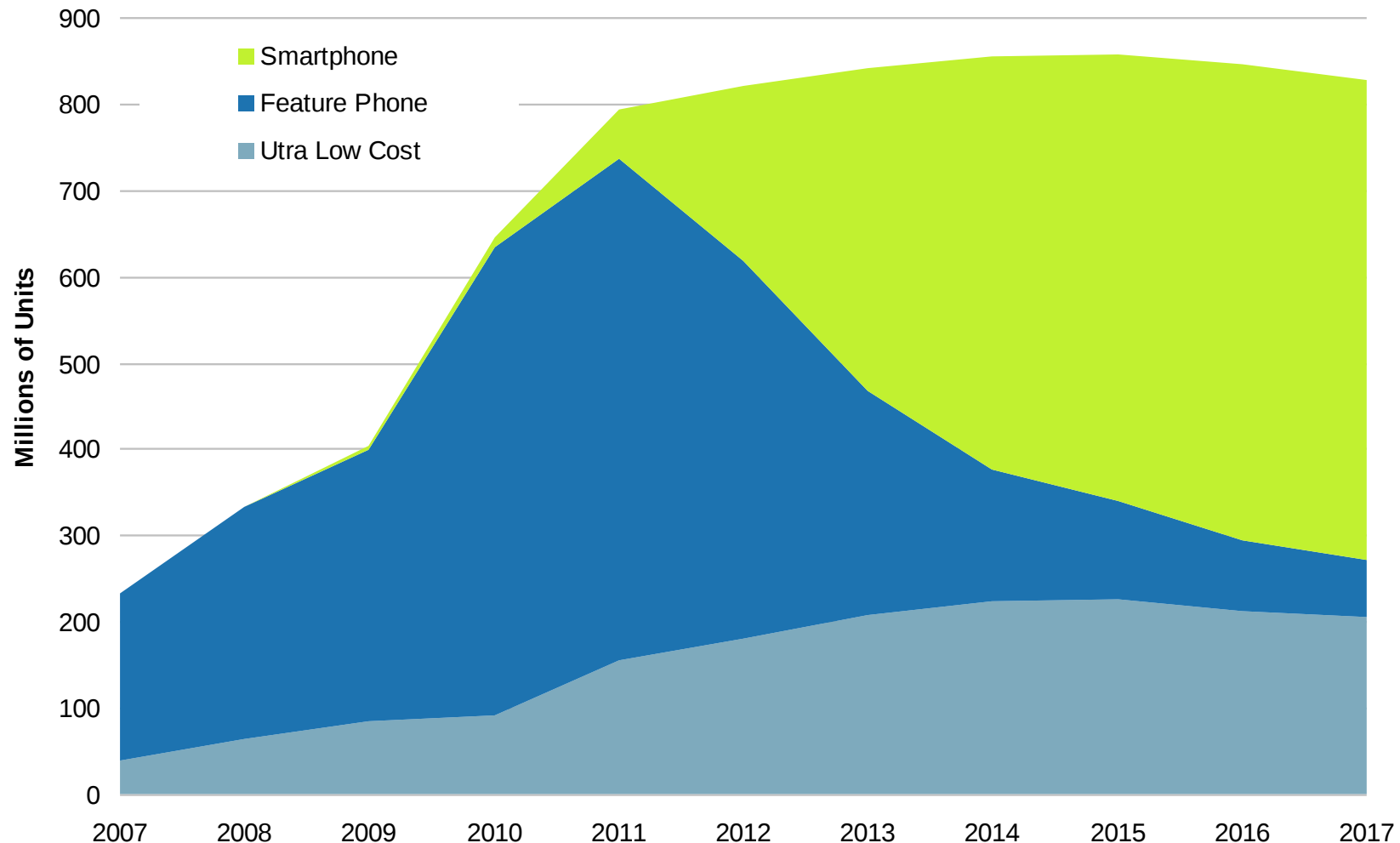
x86

ARM

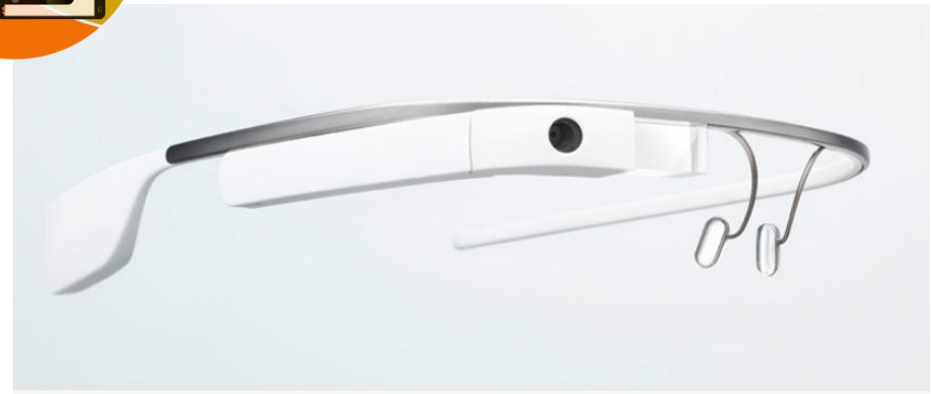
Global Smartphone Market by Region



Chinese Handset Manufacturers Shipments by Feature



New Driver = Wearable or IoT



Smart Watches



SONY



\$199

motorola



\$249

SAMSUNG



\$299

QUALCOMM



\$350

adidas



\$400

The Internet of Things



What is the “Internet of Things”?

- IoT is a conceptual framework
- It's about enabling connectivity and embedded intelligence in devices
- Some of these devices are connected today, but **MANY** are not...
- Not strictly machine-to-machine (M2M) – also machine-to-people, people-to-machine, machine-to-objects, people-to-objects
- Creates the ability to collect data from a broad range of devices
- Data can be accessed via the cloud and analyzed using “big data” techniques

IoT can be used to provide unique value propositions and create complex information systems which are greater than the sum of the individual components.



Thank you!