



Innovation that excites

Smartphones



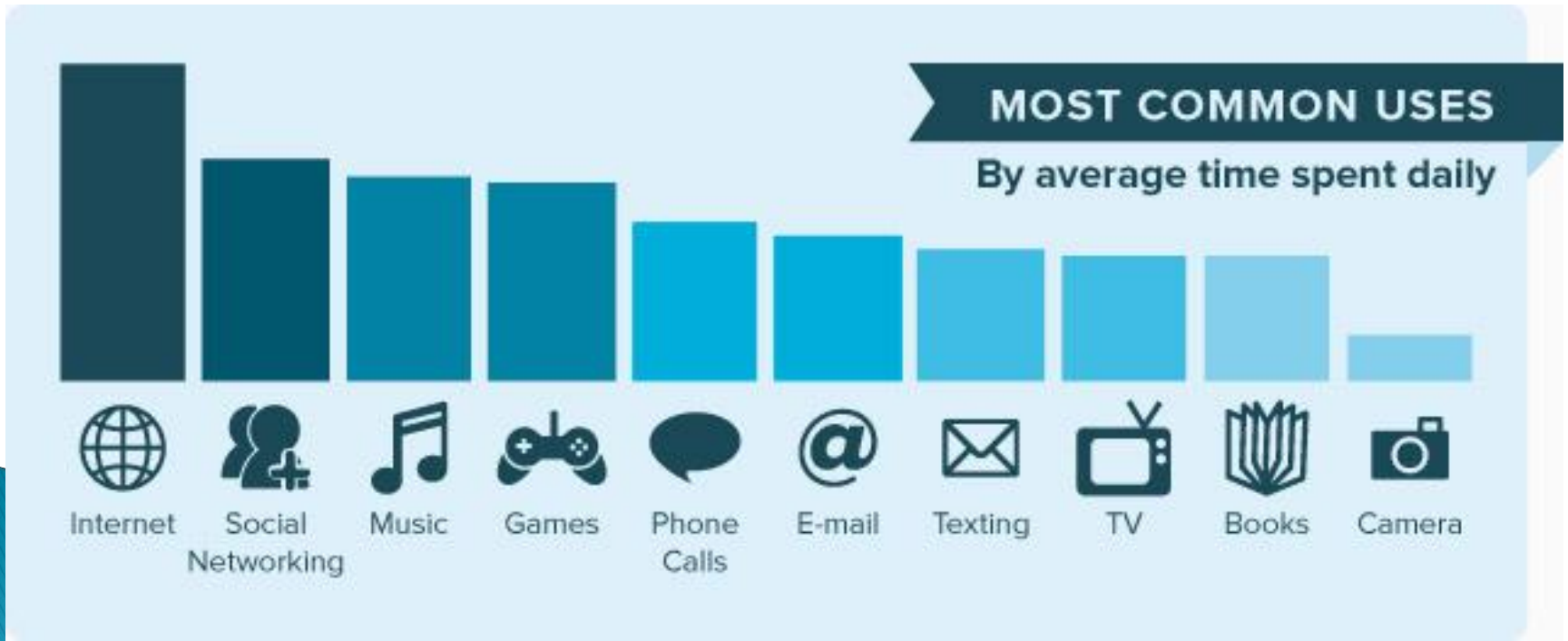
What is a smartphone?

- ▶ Mobile phone with more advanced computing capability, connectivity, advanced multimedia capabilities and the ability to install third-party software than basic features of phone.



Uses of smartphones?

- ▶ Text Messaging/SMS
- ▶ Email
- ▶ Social Networking
- ▶ Streaming Online Music
- ▶ Video / Mobile
- ▶ Mobile Banking
- ▶ Location Based Services/GPS
- ▶ Applications
- ▶ Web Browsing
- ▶ Mobile Shopping
- ▶ Barcode or QR Scan
- ▶ NFC/Mobile Wallet
- ▶ Games
- ▶ News



Where do we use it?



96%

Home



69%

Work



80%

On-the-go



65%

Store



57%

Coffee Shop



41%

Airport



57%

Public Transport

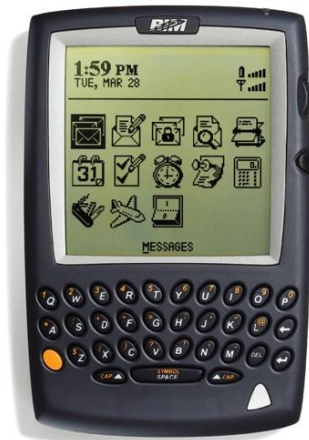


25%

School

History

- ▶ 1995 The first smartphone, the IBM Simon
- ▶ 1996 Nokia launched Nokia 9000
- ▶ In early 2000, the Ericsson R380 was released by Ericsson Mobile Communications, and was the first device marketed as a "smartphone"
- ▶ The first catalyst of the expansion of the smart phone market was the release of RIM's Blackberry series in 2001.
- ▶ The impetus for the expansion of the smartphone market was the release of Apple's innovative iPhone in July. 2008.



Major companies



htc

lenovo



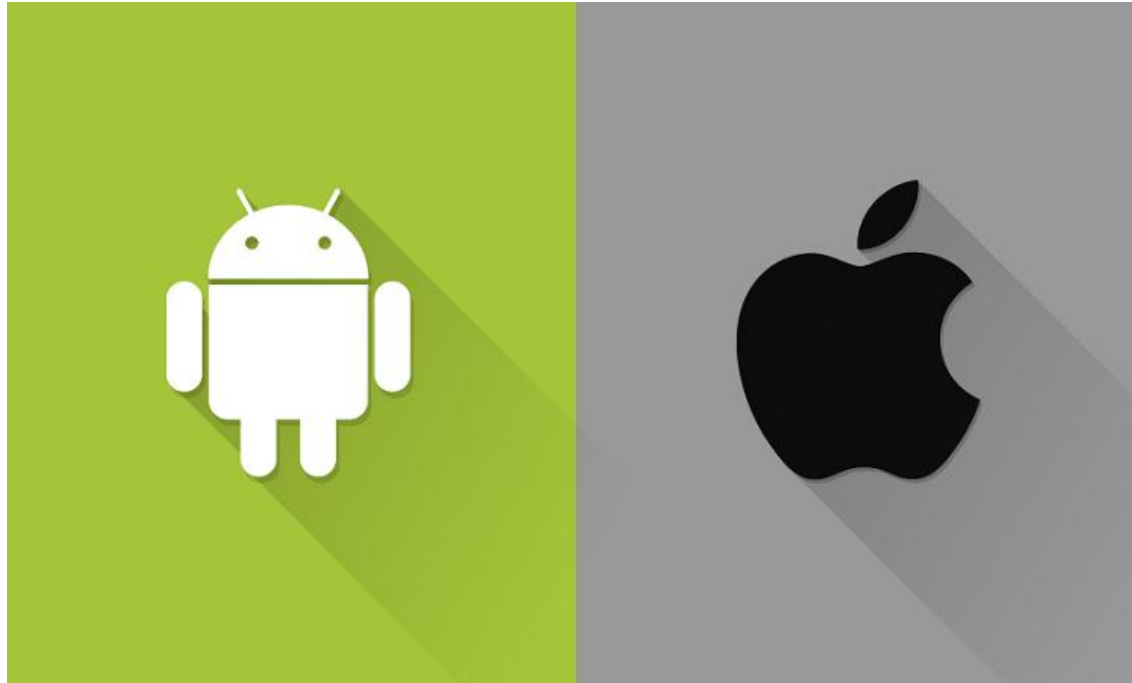
Microsoft



LG

SONY

Operating systems



Android

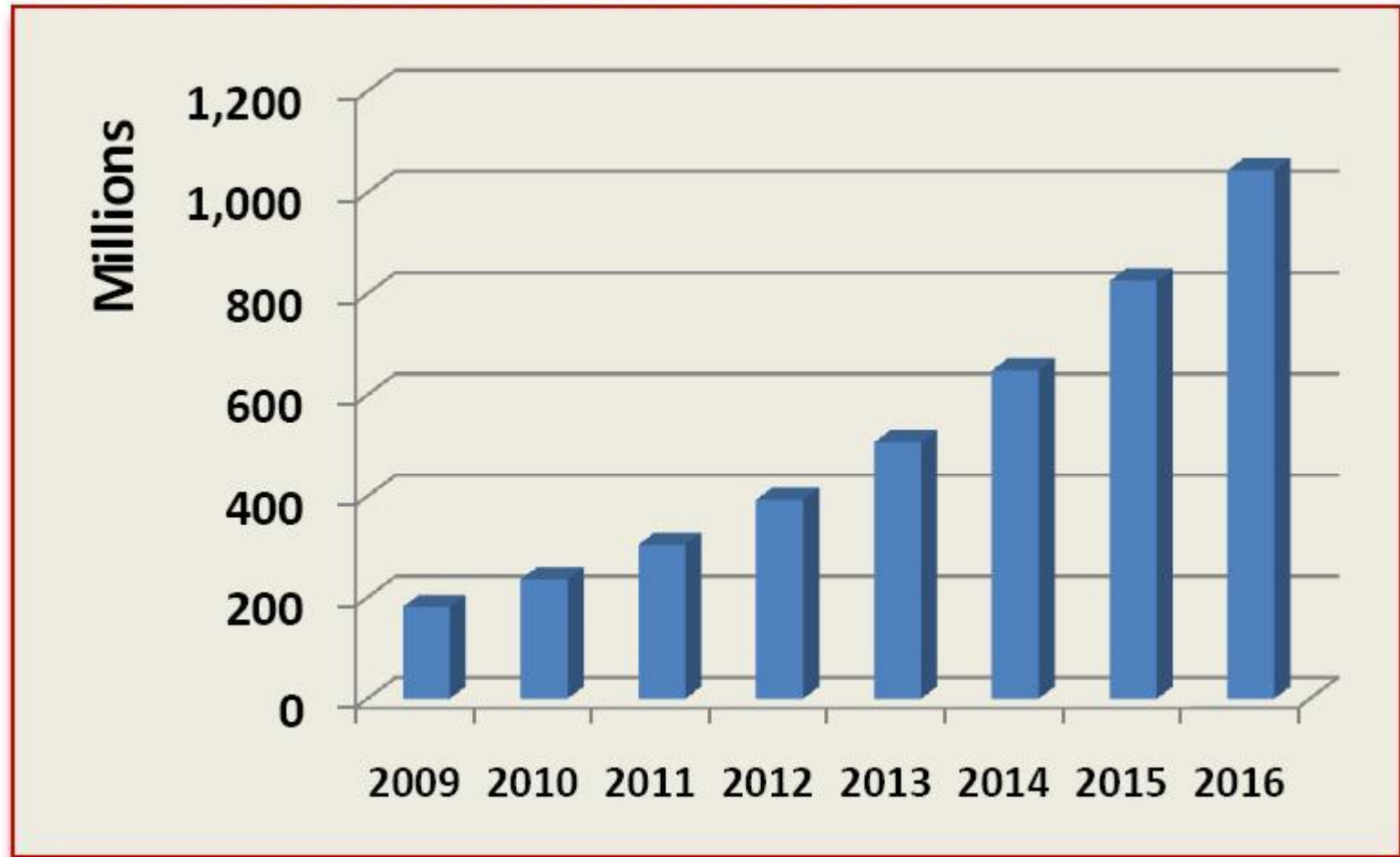
vs

iOS

Windows 10
Mobile
BlackBerry 10
Sailfish OS
Tizen

Sales

Global Smartphone Sales, 2009-2016



Source: Telecom Trends International, Inc.

Issues

- ▶ Battery Life
- ▶ Environmental
- ▶ Worker conditions
- ▶ Disturbing sleep
- ▶ Social
- ▶ Legal/Patent war
- ▶ Security



CONCLUSION



**Thank you for
your attention!**

Made by: Lenkei Noémi 11.E

