Mobile Device Segmentation Overview

Best in class

Processing power

	Low-end gaming	Med quality 3D gaming	Video Conf	Basic Video editing
	WebBrowsing	WEB Apps	HQ 3D gaming	Advanced, efficient web
	Video Tele	Handwriting recognition	Advanced photo edit	HD Video playback
	Photography	Standard Q IPTV /Air/Vid	Multiple concurrent apps	
	Microblogging	High Q browsing		
	Basic GPS Nav	HQ Video playback		
	Net Widgets / Client Apps	HQ Photo.	Multi-client social IM	
	Video clips	High Q mapping / navi		Rich doc/email create
	Audio playback	Simple image edits	Quick Document/email create	
	WIFI/BT/3G	E-Book reading		
	PIM	Simple doc edits / emails		
	Radio/IR remote			
	WAP/Optimised Web			
	Cellular Voice			
	SMS Messaging			
	Data store			
SCREEN	2” ↔ 4”	4” ↔ 6”	6” ↔	8” ↔ 10”
KEYBOARD + WEIGHT	Numeric keypad 150gm	Thumb keypad 300gm	Mini Keyboard 500gm	Full Keyboard 1kg
ONLINE TIME	2hrs / Day	4hrs / Day	6hrs / Day	8hrs / Day
OPERATING SYSTEM	Windows Mobile, Symbian, Android, IPhone OS	WM, Android, iPhone, Moblin	Windows XP/7, Android, Optimised Linux dist.	Windows 7, Linux desktop, OSX.

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