

Smartphones, consumer device of choice for mobile e-mail, survey shows

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~ Much work remains for industry to realise this consumer demand, counsels Intuwave ~

Intuwave, the mobile software specialist focused on realising the potential of smartphones (1), today released survey results showing UK consumers have woken up to the possibilities of the new generation of mobile handsets. It revealed that a slim majority of consumers would prefer to receive e-mail via their handsets than via a laptop computer and that demand remains high for a variety of mobile data services. However, Intuwave advised that the mobile industry needs to be more proactive in supporting users in their use of these applications if it is to take advantage of this demand.

The survey revealed that 31% of interviewees preferred to receive e-mail via their mobile phones with 30% preferring to use laptops. (Only 4% preferred to use a PDA with the remainder unsure). It also showed high interest in other services with 46% of consumers wishing to use their phone for location-based services (such as identifying and calling a local taxi firm), slightly ahead of e-mail (44%), photo messaging (32% and calendaring/scheduling (30%). The survey was conducted on Intuwave's behalf by research specialists Taylor Nelson Sofres who interviewed 501 adults in March, 2003.

Andrew Wyatt, Vice President, Strategic Marketing, Intuwave, said, "It's clear that consumers know mobile handsets are capable of much more than just making voice calls and texting: smartphones now really have come of age. The next challenge for the industry is to translate this clear demand - for e-mail and other mobile services – into increased handset sales and higher operator ARPU. This can only be done by clearly promoting the services & properly supporting users in their trial and use."

"Global smartphone shipments are already growing quickly," said Jessica Figueras, senior analyst at Ovum. "We are forecasting shipments to reach over 130 million in 2007. The proliferation of these new and capable devices will create new possibilities for users - but it will also mean more complexity. Mobile phone users have come to expect high levels of reliability and usability, and the industry must ensure that they are not disappointed by the new breed of smartphones."

The quality of customer support provided to mobile users today is generally poor with new handsets and more sophisticated services putting even greater strain on resources. As many as two thirds of an operator's existing customers consider service to be 'awful', according to a Connectivityman (2) survey, and one industry example quotes times for support calls for an existing smartphone as increasing to 30 minutes or longer.

Wyatt continued, "Improving the quality of customer support whilst minimising costs is the biggest single challenge facing network operators that wish to realise this pent up demand for Smartphone email and similar data services. "

~ends~

1 Examples of smartphones include Nokia 7650 and the Sony Ericsson P800

2 Survey results released 14 Feb 2003 after Connectivityman surveyed 500 users

Notes to editor

The survey was conducted for Intuwave by Taylor Nelson Sofres, in March 2003. The survey results were based on 500 telephone interviews with 16+ adults in Great Britain.

About Intuwave

Intuwave is a software specialist with a single vision – to help both organisations and individuals realise the potential of Smartphones. We provide customers - handset manufacturers, mobile network operators, enterprises, system integrators, enterprise application developers and independent software vendors – with a series of innovative products that fully leverage the mobile data value chain.

Our products and services, built on the m-Network platform, are specifically designed for the wireless smartphone environment. They deliver rapid return on investment through enabling increased market share, margin and operational savings. They use and enhance current and future mobile network standards and assets.

An experienced management team leads Intuwave with considerable experience of building technology companies. We are backed by a group of build chip technology investors and are already enjoying significant revenue streams.

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