

## THE CHINA HANDSET RESEARCH INITIATIVE

Unveiling the architecture and design-winners in China market handsets

UBM TechInsights applies its product, system and IC analysis to the China handset industry with the release of the 2010 China Handset Research Initiative. Analyzing over 30 handset models representing a cross-section of the over 230 million units shipped annually in China, the China Handset Research Initiative is an essential report for those trying to understand or capture the business of a mobile industry that features more than 700 million subscribers across numerous wireless protocols.

Over half of the 2010 analyses have been completed and are available for immediate access along with an interim Summary Report highlighting design wins and observed trends. The remaining teardowns will be released on a per-week basis culminating with a final Summary Report at the conclusion,

This complete package of Summary Reports and Baseline Teardown Reports can be licensed for **USD 7,950.00**.

Contents of the Chinese Handset Research Initiative include:

### TEARDOWNS

Each of the 30 Baseline Teardown Reports on the handset models analyzed contains:

- A one page summary of the handset
- A table of the major semiconductor content
  - Package brand
  - Part number & Package markings
  - Description
  - Package form
- Teardown photographs of the handset
- PCB photos with the major semiconductor devices identified.

### SUMMARY OF TEARDOWN ANALYSIS

There will be two summary reports:

- An interim report based on the findings of the first 15 teardowns and analysis on the Chinese handset market landscape.
- A final summary report based on all 30 teardowns and a current market landscape analysis
- Both reports include our Design Win Summary – a detailed analysis of semiconductor content and teardown results.

These summary reports captures the consolidated findings of every baseline teardown released during the initiative updated with additional information on semiconductor use (such as by baseband and application processor use) and manufacturer analysis. This overview of the Chinese handset industry also includes a look at the three major wireless carriers and an overall perspective on the China consumer market.

China has quickly established itself as a leading mobile handset market. **How much of this market is your business capturing?**



The China Handset Research Initiative features analysis on the following domestic brands:

- Lenovo
- Huawei
- ZTE
- K-touch
- Malata
- Gionee
- BBK
- Amoi
- Haier
- Apanda
- CECT
- Meizu

Additionally, Chinese market phones from the following global brands are analyzed:

- Nokia
- Motorola
- Samsung
- LG
- Sharp

For more information, please visit our information page [HERE](#)

To order the Chinese Handset Research Initiative, Please contact us [here](#).