

PRESS RELEASE

UBM TechInsights Identifies 5 Trends That Will Shape the Mobile Industry in 2011 *Evaluation of Patent Trends, Technology Evolution, and Product Innovation Indicates Potential Winners and Losers in the Technology Battles Facing Mobile Industry*

OTTAWA, February 10, 2010/PR Newswire/ -- [UBM TechInsights](http://www.ubmtechinsights.com) today released five key predictions about the future of the mobile industry based on its in-depth research on patent trends, technology evolution, and product innovation. These five trends will be of strategic importance to most players in the mobile communication industry in 2011, including smartphone and tablet computing OEMs, semiconductor suppliers, and intellectual property professionals, as well as companies in related sectors like the medical devices space.

"We all know that the pace of innovation in the mobile industry is rapid and the competition is fierce. Nobody can afford to rest on their laurels," said Jeff Brown, vice president of business intelligence at UBM TechInsights. "But when we compound these factors with technology convergence, industry consolidation, increased intellectual property assertion and the rise of China as an emerging global powerhouse, we have a formula that could change the playing field in the global mobile ecosystem."

UBM TechInsights' top five predictions for the mobile industry are:

1. Patent assertion and litigation will continue, along with the cost of settlements.
2. China will shift from emulation to innovation, challenging the current market leaders.
3. Smartphones will change the face of the medical devices industry.
4. The tablet market will rapidly consolidate around two platforms, leaving some big players in the dust.
5. Advances in semiconductor integration and packaging will fuel unprecedented mobile product performance in compact form factors.

Details about these trends and related analysis can be found at www.ubmtechinsights.com/trends.

"These trends show how interconnected the technology, marketing and intellectual property aspects of the mobile industry have become," said David Carey, vice president of technical intelligence at UBM TechInsights. "Everyone from product designers and marketers to intellectual property staff must stay up-to-date on the rapid evolution of the industry and its underlying technologies."

UBM TechInsights will feature its portfolio of intellectual property consulting, business intelligence and technical intelligence products and services at Mobile World Congress, Booth 2B93, Hall 2.



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About UBM TechInsights

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit www.ubmtechinsights.com.

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