

PRESS RELEASE

Dissecting the Dragon: *Analyzing Cellular Handsets in the China Market*

OTTAWA, February 15, 2010 /PRNewswire/ -- UBM TechInsights today announced a new series of teardowns specifically aimed at developing a comprehensive 'snap-shot' of technical intelligence for the domestic cellular phone offerings in China. More than a dozen phones with a broad range of features and functionality are analyzed and the results will be available in a single report early in April, 2010.

"The China-domestic handset market continues to expand. A diverse manufacturer base, variety of protocols, and expanding feature-set offering reflect the evolving regional suppliers who are going up against the international brands for market- and mind-share in country," said UBM TechInsight's David Carey, Vice President of Technical Intelligence. He continued, "Additionally many of these China-based suppliers also intend to make an impact on the international stage with the potential to shift the competitive landscape for handsets within and outside of China." Carey concluded, "Given the presence of home-grown technologies and in-house design in this dynamic market, technical tracking of the China-domestic handset suppliers in the regions will be a 'must' for those with a financial stake in the cellular phone market, be they a component manufacturer, ODM, carrier, or intellectual property holder."

China is the world's largest mobile phone market with over 700 million subscribers, but as most know, the Chinese consumer is only part of the story. China's manufacturing has grown leaps and bounds the last decade. China is manufacturing for the world, and not just textiles and toys. As the experience in electronics manufacturing has grown, some Chinese companies are building quality phones that rival any in the world. TechInsights is spotlighting the "inside story" on the Chinese handset market.

Building from a long history in system teardown analysis, UBM TechInsights will be analyzing China-market cell phones from the major domestic and some international suppliers, with handset examples from each of China's cellular protocols. These teardowns focus on determining the major players in the domestic China market with particular emphasis given to identifying the major silicon content, noting design wins and other interesting trends in the industry.

For more information on this report, titled, "**The Dragon, Dissected: An Analysis of Cellular Handsets in the China Market**," including price and delivery date, please [contact UBM TechInsights](#).

About UBM TechInsights

UBM TechInsights is the preeminent firm for the provision of sophisticated information and advice to technology companies. We assist in the management of their technology and intellectual property portfolios, ensuring the reduction of risk and maximizing return on investment. Our leadership position is founded upon our commitment to the utmost integrity, and sustained by the ongoing investment and acquisition of the knowledge and capabilities necessary to meet our clients' evolving needs. When companies need assistance in managing their most complex technology or IP challenges, they turn to UBM TechInsights for assured results. For more information about UBM TechInsights, go to www.ubmtechinsights.com.

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