

**Symbian Market Strategies, Market  
Opportunities and Market Forecasts,  
2002 to 2007**

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**Symbian Market Assessment**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

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## **CHECK OUT THESE KEY TOPICS**

**Symbian OS Convergence Functions**  
**Symbian Joint Venture**  
**Symbian Enhanced Security Features**  
***SYMBIAN OPERATING SYSTEM FOR MOBILE PHONES***  
***VALUE ADDED SERVICES MARKETS***  
***MARKET DRIVING FORCES FOR SYMBIAN***

## **Symbian Market Opportunities, Strategies, and Forecasts, 2002 to 2007**

Creation of a mobile society depends on achieving a market-defining role for wireless Internet. Information follows the individual, not the other way around in a mobile society. Symbian is positioned at the forefront of the mobile society, providing an open operating system for wireless handsets.

Symbian strategy relates to supporting basic voice communication while combining a data-networking portfolio with video and picture capability. Combined music and radio audio transmission, photograph transmission, and voice transmission capability permit increased business and leisure productivity. Symbian represents a significant development in wireless network systems because it lets developers create applications that work across multiple wireless handset platforms. Integrated, multiservice, next generation networks are based on Symbian operating systems (OS) capability.

Symbian device dollar markets at \$189 million in 2002 are expected to reach \$3.4 billion by 2007. As this still represents the early adopter phase of the market, that is a relatively interesting market. \$3.4 billion is a respectable market in general, but to be one that has a significant up side market opportunity is very interesting. Symbian represents a razor / razor blade business, because once the handsets are in place, multiple applications can be sold at kiosks, games for \$10 and messaging capabilities for \$5.

## **Companies Profiled**

### **Market Leaders**

**Alcatel  
AT&T Wireless  
Cisco Systems  
Ericsson  
Intuwave  
Kuju  
Macromedia  
Matsushita Communication Industrial  
mmO2  
Motorola  
NEC  
Nokia  
Nortel  
NTT DoCoMo  
Psion PLC  
Rage  
Samsung Electronics  
Sharp  
Siemens  
Sonim  
Springtoys  
Sony Ericsson  
Symantec  
Symbian  
Telefonica Moviles  
Toshiba  
Vodafone**

# Symbian Market Strategies, Market Opportunities, and Market Forecasts, 2002-2007

## REPORT METHODOLOGY

THIS IS A NEW REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

## YOU MUST HAVE THIS STUDY

### Symbian Market Strategies, Market Opportunities, and Market Forecasts, 2002 to 2007

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