

WinterGreen Research, INC.

**Handheld Point of Sale (POS) Device Market Shares, Strategies, and
Forecasts, Worldwide, 2012 to 2018**

**Handheld Point of Sale (POS) Devices Implement Automated Process To
Extend The Capability Of Stores and Supply Chain to Manage Inventory,
Restaurants to Upsell, and Retail to Accomplish Mobile Sales**

Mountains of Opportunity



Picture by Susan Eustis

WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

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316 PAGES

121 TABLES AND FIGURES

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CHECK OUT THESE KEY TOPICS

Mobile POS Applications
3G and 4G Mobile POS
Handheld Point of Sale (POS)
Modules
Handheld POS Computer
Market Shares
Handheld POS Computer
Market Forecasts
Portable Point of Sale
Systems Description

Electronic Payment Industry
Mobile Shopping
Implementation of Broadband
Wireless Access
RFID Key Components
Fixed Wireless Applications
WiFi POS Applications
RFID Target Markets
Handheld Mobile POS
Computing Trends

Environmental Directives
RFID Customer Base
Information Collection And
Retrieval Systems
RFID Roadblocks Symbol
Payment Systems
Bar Code Scanners

Handheld Point of Sale (POS) Growth Strategy:

**Handheld Point of Sale (POS): Market Shares, Strategies, and Forecasts,
Worldwide, 2012-2018**

LEXINGTON, Massachusetts (March 1, 2012) – WinterGreen Research announces that it has a new study on Handheld Point of Sale (POS) Devices. The 2012 study has 316 pages, 121 tables and figures. Worldwide markets are poised to achieve significant growth. Handheld computer POS terminals represent a quantum shift in point of sale devices by making a range of POS functions portable.

Handheld Point of Sale (POS) devices are more versatile than existing standard PC based point of sale systems, providing greater range of functions and providing for wireless connectivity to the network. Both WiFi 802.1x fixed wireless and 4G / 3G wireless data solutions are supported by the handheld POS systems permitting seamless transport of information to enterprise systems. Transport of information does depend on middleware integration software.

The segments addressed by handheld POS point of sale devices relate to extension of and replacement of standard cash register POS retail terminals, integrated direct inventory POS applications, portable combined remote / on site POS solutions, and mobile indoor payment POS solutions. Products go beyond simple retail sale processing. Products help retailers control inventory flow, combine in-store and back office solutions to enhance productivity, and track customer purchasing patterns for pinpoint marketing. Industry-specific solutions are provided across retail segments. Customer-facing technology is positioned to increase customer loyalty, retention, and sales.

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The companies that have measurable shares in handheld point of sale device markets are being challenged by dozens of Chinese companies that make lightweight, inexpensive, very portable handheld point of sale (POS) devices. There is a significant other portion of market share that is at the low end of the market. Handheld point of sale device low end products come from multiple companies in China that collectively garner a significant market position.

Markets grow because systems leverage customer loyalty programs to increase sales. Incentive pricing, coupon management, repeat business, customer service and managed transaction systems all can be implemented in an efficient manner using the handheld terminal computers. Both the scanner and the handheld terminal have separate computing capability to create efficient systems.

Handheld points of sale computer unit market shipments at \$1.1 billion in 2011 are anticipated to reach \$3.1 billion by 2018. Markets will grow as the retail and inventory process is made significantly more efficient by portable terminal function set including wireless transport and capability. E-commerce initiatives are enabled. Implementation depends on groups of people defining goals together to achieve a common goal. That goal is sometimes elusive. The retail and inventory process is made significantly more efficient by portable terminal function set including wireless transport and capability. E-commerce initiatives are enabled.

According to Susan Eustis, the lead author of the study, "The purchase of handheld point of sale (POS) is driven by the need for modernization of restaurants, retail, healthcare, and supply chain. The handheld POS devices support flexibility and analytics implementation permitting more informed conduct of the business. The use of handheld point of sale (POS) devices is based on providing a way to automate process. That automation of process and modernization has appeal to those who run the businesses, track inventory, and serve customers."

Companies Profiled

Market Leaders

**Intermec
Fujitsu
Opticon**

**Motorola Solutions / Symbol Technologies
Fujian Fersion Computer Technology Co., Ltd
Psion Teklogix**

Market Participants

**Company Profiles
HANDHELD POINT OF SALE
COMPANY DESCRIPTION
AccuPOS
Advanced Computing Edge
Bansle Group Ltd
Bizsoft Computer Technology Co.,
Ltd., GZ
Bouwa Co., Ltd
Casio
Castles Technology Co., Ltd
Datalogic
Dongguan UnisenGroup
Electronics Co., Ltd.
DT Research
Ekemp Electronics Limited
Fongwah Technology Co., Ltd.
Guangzhou City Gsan Science &
Technology Co., Ltd.
Hangzhou Maizhixibo Intelligent
Technology Co., Ltd.
Honeywell**

**Jinan H-RFID Information
Technology Co., Ltd.
Lilliput Shenzhen
Microsoft
Shenzhen MobileX Technology
Co., Limited
NCR
Oracle
PCMS Datafit
POS
Retailix
SD-Omega Electronics Industry
Co., Ltd.
Shandong Mingwah Aohan Smart
Technology Co., Ltd.
Seoul Business Agency
Shenzhen FP Technology Limited
Shenzhen Xinguodu Technology
Co., Ltd.
Shandong Mingwah Aohan Smart
Technology Co., Ltd.
Shenzhen MobileX Technology
Co., Limited**

**Shenzhen Detaik Technology Co.,
Ltd
Shenzhen Unique Electronic Int'l
Ltd.
Shenzhen HCC Technology Co.,
Ltd
Shenzhen Justtide Tech Co., Ltd.
Shenzhen Prova Technology Co.,
Ltd.
Spectra Technologies Holdings
Company Limited
Shenzhen Synco Technology Co.,
Ltd
Shenzhen All Win Technology
Co., Ltd.
Shenzhen FP Technology Limited
Shenzhen Xinguodu Technology
Co., Ltd
SZ KMY Co., Ltd.
Wylie Systems, Inc.**

Handheld Point of Sale (POS): Market Shares, Strategies, and Forecasts, Worldwide, 2012 to 2018

Report Methodology

This is the 500th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

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 participant 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. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

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Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models. The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world.

This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

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Handheld Point of Sale (POS) Device: Market Shares, Strategy, and Forecasts, 2012 to 2018

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Source: Symbol Technologies

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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

ABOUT THE PRINCIPAL AUTHORS

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