

MOBILE DEVICE MEDIA SET

Devices and their market impact



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TABLE OF CONTENTS

1	Introduction	1
2	Distinguishing features	2
3	Mobile phones available in P3 communications equipment pool	3
3.1	NOKIA	3
3.2	SonyEricsson	4
3.3	Samsung	4
3.4	Motorola	5
3.5	LG Electronics	5
3.6	Others.....	5
4	Composing a representative device set	6
4.1	Representative test set creation.....	6
4.2	Test scenarios	6

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P3 communications GmbH offers an independent testing facility for manual testing as well as usability.

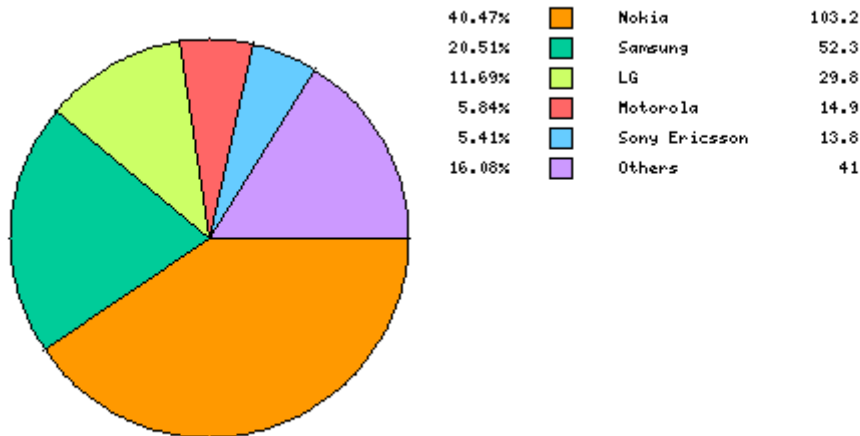
1 Introduction

The amount of available mobile phones is growing in high speed. Every manufacturer tries to establish its own brand name to all niches. Every company now provides starter phones (low budget phones), multimedia phones, camera phones, business phones and so on.

Older phones or phones of the same type with different software versions are still present on customer side.

Testing tasks where mobile phones are involved, e.g. like Bluetooth interoperability, are confronted with a vast amount of possible test devices. This leads to the need to identify certain phones which represent a great market impact or certain development strategies from the manufacturers in order to reduce the workload and effort of testing activities.

The actual market share of the top 5 mobile phone manufacturers is as follows:



Source: <http://www.mobileisgood.com> (statistics pages)

In Germany alone, more than 300 different devices can be identified - it is impossible to test them all within one test cycle.

2 Distinguishing features

The following characteristics can be used to reduce the amount of phones to test:

- focus on manufacturers (selection of special manufacturers only)
- focus on market share (amount of tested devices corresponding to the market share of manufacturers)
- focus on target groups
 - starter phone (low budget, reduced functionality ...)
 - multimedia phone (music player, stereo speakers ...)
 - business phone (messaging services (email ...))
 - sports (water proof, ergonomic ...)
 - camera phone (with integrated (high end) camera, video telephony)
 - touch screen phone (alternative operating concept ...)
 - design phone (e.g. Prada, D&G ...)
 - navigational phone (integrated GPS)
 - high end phone (all/most functions implemented)
 - ...
- focus on bestsellers (market analyses)
- focus on platforms (e.g. SonyEricsson W/K...; Nokia: S40, S60 ...)
- focus on technical data (chipsets...)
- focus on technology (2G/3G/ HSDPA-HSUPA; WLAN)

3 Mobile phones available in P3 communications equipment pool

3.1 NOKIA

Nokia 2600	NOKIA 6230i	Nokia 9210 Communicator
Nokia 2630	NOKIA 6233	Nokia 9300
Nokia 2760	Nokia 6234	Nokia 9300 Communicator
NOKIA 3100	NOKIA 6260	NOKIA 9300i
Nokia 3109	Nokia 6267	NOKIA 9500
Nokia 3110c	NOKIA 6270	NOKIA E50
NOKIA 3200	NOKIA 6280	NOKIA E60
NOKIA 3230	NOKIA 6288	NOKIA E61
Nokia 3250	Nokia 6290	NOKIA E61i
Nokia 3500 classic	Nokia 6300	NOKIA E62
Nokia 3510i	NOKIA 6310i	Nokia E65
NOKIA 5200	Nokia 6380	NOKIA E70
NOKIA 5300	Nokia 6500 classic	Nokia E90 Communicator
Nokia 5310 Xpress Music	Nokia 6500 slide	Nokia N61
Nokia 5500	NOKIA 6600	Nokia N65
Nokia 5610d-1	NOKIA 6610i	NOKIA N70
Nokia 5700	NOKIA 6630	NOKIA N71
NOKIA 6020	NOKIA 6670	NOKIA N72
NOKIA 6021	NOKIA 6680	NOKIA N73
NOKIA 6070	NOKIA 6682	NOKIA N76 -1
Nokia 6085	NOKIA 6822a	NOKIA N77
NOKIA 6100	Nokia 7210	NOKIA N80
NOKIA 6101	NOKIA 7360	NOKIA N81 8GB
NOKIA 6103	NOKIA 7370	Nokia N82-1
Nokia 6110 Navigator	NOKIA 7373	NOKIA N90
Nokia 6111	NOKIA 7380	NOKIA N91
Nokia 6120	NOKIA 7390	NOKIA N91 8GB
Nokia 6120 classic	Nokia 7500 Prism	Nokia N92
Nokia 6125	NOKIA 7610	NOKIA N93
Nokia 6131	NOKIA 7710	Nokia N93i
Nokia 6136	Nokia 7900	NOKIA N95
Nokia 6151	Nokia 8600 Luna	Nokia N95 8GB
Nokia 6210	NOKIA 8800	NOKIA N-gage
Nokia 6220	Nokia 8800 Arte	NOKIA N-gage QD
Nokia 6230	NOKIA 8800 Sirocco	
Nokia 6230i TL	NOKIA 8910i	

3.2 SonyEricsson

SonyEricsson D750i	SonyEricsson P1i	SonyEricsson W800i
SonyEricsson J100i	SonyEricsson P9101	SonyEricsson W810i
SonyEricsson K320i	SonyEricsson P910i	SonyEricsson W850i
SonyEricsson K510i	SonyEricsson S500i	SonyEricsson W880i
SonyEricsson K530i	SonyEricsson T610	SonyEricsson W910i
SonyEricsson K550i	SonyEricsson T630	SonyEricsson W950i
SonyEricsson K600i	SonyEricsson T650i	SonyEricsson Z1010
SonyEricsson K610i	SonyEricsson V600i	SonyEricsson Z310i
SonyEricsson K750i	SonyEricsson V630i	SonyEricsson Z520i
SonyEricsson K770i	SonyEricsson V800	SonyEricsson Z530i
SonyEricsson K790i	SonyEricsson W200i	SonyEricsson Z550i
SonyEricsson K800i	SonyEricsson W300i	SonyEricsson Z610i
SonyEricsson K810i	SonyEricsson W580i	SonyEricsson Z710i
SonyEricsson K850i	SonyEricsson W610i	
SonyEricsson M600i	SonyEricsson W710i	

3.3 Samsung

Samsung SGH-C170	Samsung SGH-E390	Samsung SGH-U600
Samsung SGH-C260	Samsung SGH-E530	Samsung SGH-U700
Samsung SGH-D500	Samsung SGH-E570	Samsung SGH-V200
Samsung SGH-D600	Samsung SGH-E700	Samsung SGH-X680
Samsung SGH-D600E	Samsung SGH-E740	Samsung SGH-X820
Samsung SGH-D800	Samsung SGH-E840	Samsung SGH-X830
Samsung SGH-D830	Samsung SGH-E860	Samsung SGH-Z107
Samsung SGH-D840	Samsung SGH-E900	Samsung SGH-Z110
Samsung SGH-D900	Samsung SGH-F210	Samsung SGH-Z240
Samsung SGH-D900i	Samsung SGH-F330	Samsung SGH-Z400
Samsung SGH-E200	Samsung SGH-G600	Samsung SGH-Z500
Samsung SGH-E250	Samsung SGH-J600	Samsung SGH-Z540
Samsung SGH-E370	Samsung SGH-M300	Samsung SGH-ZV40
Samsung SGH-E380	Samsung SGH-P910	Samsung SGH-ZV60

3.4 Motorola

MOTOFONE F3	Motorola MOTOKRZR K1	Motorola V360
MOTOKRZR K1	Motorola MOTORAZR V3i	Motorola V3i
Motorola SLVR L7	Motorola PEBL U6	Motorola V3xx
Motorola Black Razr V3	Motorola RAZR 2	Motorola V551
Motorola C115	Motorola RIZR Z3	Motorola V8
Motorola C118	Motorola T720i	Motorola V980
Motorola E1000	Motorola Timeport	Motorola W375
Motorola L6	Motorola V3	Motorola W377

3.5 LG Electronics

LG KE850 Prada	LG KG800	LG U310
LG KE970 Shine	LG KG800 Chocolate	LG U900
LG KG130	LG KG800 Viewty	

3.6 Others

Apple iPhone 8GB	O2 XDA Neo	Siemens C45
Apple iPhone (US)	o2 XDA Orbit	Siemens C65
Benq Siemens EL71	O2 XDA Trion	Siemens M45
Benq Siemens S68	Palm Treo 650	Siemens M50
Blackberry 8700	Palm Treo 750	Siemens M55
Blackberry 8800	Sagem 220X	Siemens M65
Blackberry curve 8300	Sagem C2-3	Siemens S35
Blackberry Pearl 8100	Sagem my411X	Siemens S55
Blackberry R900	SDA music von T-Mobile	Siemens S65
HTC Touche P3450	Sharp GX17	Siemens S75
MDA Compact II	Sharp GX20	Siemens SK 65
MDA T-Mobile	Sharp GX29	Siemens SL75
NEC e606	Siemens A75	

4 Composing a representative device set

4.1 Representative test set creation

We refer to an especially composed database which offers the possibility to filter phones on the criteria which are needed for testing. The database is updated through test cycles and external data which are available on certain issues. Further on we are able to identify market data (like sales amounts/ranking, test results ...), based on own researches of different online and offline sources which are checked in regular time intervals in order to be up to date all the time with our database.

Certainly an external market research institute can be commissioned.

4.2 Test scenarios

Based on all these influencing parameters, P3 communications GmbH is able to support the customer in testing issues. We have vast experience in different testing fields and can support the customer during development (which we recommend) as well as in verifications or after-market scenarios.

- Compatibility coverage for BT accessories
 - Headsets
 - Car Kit Applications
 - Bluetooth Printers
 - BT Pens
 - Audio Speakers (A2DP)
 - Bluetooth Camera
 - Bluetooth Peripherals (keyboards, mouse, ...)
 - Computer linkage
- Compatibility coverage for applications on different platforms
 - Navigation applications
 - Gaming applications
 - Messaging applications (SMS, MMS, E-Mail (push), IM (instant messaging (Chat)), Push-to-talk, see what I see (SWIS))
 - Organizer applications (PIM)
 - Telephony
 - File format compatibility (audio formats, picture formats, video formats ...)
 - Web access applications (browsing, streaming)
- Interworking of different mobile devices concerning file transfer etc.
 - Infrared interface
 - BT interface
 - Cable interface (serial, USB, parallel ...)
 - WLAN interface
 - WiMax