

CANADIAN
MOBILE WIRELESS DEVICE
MARKET REPORT



2012 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

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About this Report

NBI/Michael Sone Associates' **Canadian Mobile Wireless Device Market Report, 2012 Edition** is the companion study to our **Canadian Mobile Wireless Communications Services Market Report**. These reports remain the most comprehensive studies published on this industry, examining in detail, for both the equipment and service segments, topics such as market size and growth, distribution strategies, product development, pricing, technology issues and usage patterns. Section 1 of this report consists of a detailed Market Overview that provides an examination of the Mobile Wireless Device sector in Canada, analyzing the characteristics that are driving the market today as well as focusing on the key elements that will define the future. Section 2 is devoted to the traditional handset and smartphone sectors with reference to the latest technologies and the equipment vendors' particular strategies. Section 3 – new this year – provides a detailed overview and analysis of the tablet explosion and its place in adding new dimensions to the mobile wireless communications market.

Supporting the substantive and comprehensive discussion, Section 4 comprises eight exhibits that provide shipment and base data for device manufacturers, including projections to 2015, with segmentation by service provider and smartphone operating system. The data presented is the result of exhaustive primary-sourced research and is, in our opinion, the best available view of the Canadian market.

