



**REED
ELECTRONICS
RESEARCH**

THE MOBILE PHONE INDUSTRY – A Strategic Overview

The rapid rise in mobile phones usage has been a key driver in the growth of the electronics industry and despite the sharp slowdown in sales and production in 2001 and the prospects of sluggish growth in 2002 it is seen, along with other wireless applications, as a key market over the next five years.

The market downturn and the move to new technologies have led to significant changes in the structure of the industry as manufacturers look to reduce costs. This new report from Reed Electronics Research has been produced to provide a strategic overview of the mobile phone industry providing a comprehensive guide to the major and emerging players and highlight the corporate issues - mergers and acquisitions; out sourcing of production; strategic alliances; and the growth of Taiwanese and Chinese handset manufacture - impacting the market.

Coverage includes:

- Subscriber growth by region & technology to 2006.
- Handset sales by technology to 2006.
- Industry structure.
- Profiles of the leading suppliers.
- Taiwanese and Chinese handset manufacturers.

TABLE OF CONTENTS

1 INTRODUCTION	
2 SUBSCRIBER GROWTH	
3 HANDSET SALES	
4 STRUCTURE OF THE INDUSTRY	
5 COMPANY PROFILES	
5.1 Alcatel Mobile Phone Division	5.9 Mitsubishi Electric - Mobile Communication Business Unit
5.2 Audiovox Communications Corp	5.10 Motorola PCS (Personal Communications Segment)
5.3 Benefon	5.11 NEC - Mobile Handset Business Unit
5.4 Benq Corporation	5.12 Nokia Mobile Phones
5.5 Fujitsu	5.13 Philips Consumer Electronics - Wireless Business Unit
5.6 Kyocera Communication Systems Group	5.14 Sagem - Mobile Phones Div.
5.7 LG Electronics - Mobile Handsets Div.	5.15 Samsung Electronics - Mobile Phone Div.
5.8 Matsushita Communication	5.16 Sendo
	5.17 Sewon Telecom/Maxon Telecom
	5.18 Sharp - Communication Systems Group
	5.19 Siemens - Information & Communication Mobile
	5.20 Sony Ericsson Mobile Communications
	5.21 Telit Mobile Terminals
	5.22 Toshiba - Mobile Communications Company
	5.23 Vitelcom Group
	6 ASIAN HANDSET MANUFACTURERS
	7 PRODUCTION LOCATIONS BY REGION/COUNTRY
	8 R&D LOCATIONS BY REGION/COUNTRY
	9 DIRECTORY OF MOBILE PHONE SUPPLIERS

Save time and resources. Purchase a Corporate Licence, allowing electronic distribution* of the data throughout the whole of your organisation, making the report a cost effective and essential research tool for your business. See Order Form for further details.

* Excludes distribution to third parties

THE MOBILE PHONE INDUSTRY

OTHER REPORTS AVAILABLE NOW:-

- EUROPEAN CONTRACT ELECTRONIC ASSEMBLY INDUSTRY 2000-2005
- PROFILE OF THE WORLDWIDE CAPACITOR INDUSTRY TO 2005
- PROFILE OF THE EUROPEAN CONNECTOR INDUSTRY TO 2005
- STRATEGIC ANALYSIS OF THE INTERNATIONAL DISPLAYS INDUSTRY TO 2005
- OPTOELECTRONICS
- AUTOMOTIVE ELECTRONICS
- BROADBAND
- SEMICONDUCTOR 2002

The 2002 Series of our YEARBOOKS OF WORLD ELECTRONICS DATA is also available now; the only product to provide market forecasts and production data on a country-by-country, product-by-product basis, for 51 countries worldwide.

For further details on any of the above reports, please contact:-

Alison Rodacan, Reed Electronics Research, Quadrant House,
The Quadrant Sutton, Surrey. SM2 5AS
Tel: +44 (0)20 8652 3120 Fax: +44 (0)20 8652 8921
email: alison.rodacan@rbi.co.uk

Reed Electronics Research is part of the global Reed Electronics Group. The Group is the only industry resource structured to meet the information needs of the global electronics product development process, all the way from need identification through research, concept development, design development, purchasing, manufacturing and test to distribution.

Reed Electronics Group includes the world's largest collection of specialised electronics industry titles, publishing in English, Chinese, Japanese, Korean, German and French. More than 1 million industry professionals worldwide rely on the expertise and discriminating analysis of more than 150 industry-specific editors and analysts who publish thousands of editorial pages, hundreds of research reports and unique Internet content. The group also includes more than 20 segment-specific websites and electronics industry portal www.e-inSITE.net, which attracts more than 1 million users each month.

Order Form	BOOK ONLY To Order	ELECTRONIC CD-ROM Plus Book	Corporate Licence (CD-ROM)	VAT UK Customers* only. European customers SEE BELOW	TOTAL £/\$
The Mobile Phone Industry ISBN 190158 8793	£750/\$1200	£845/\$1352	£1500/\$2400		
TOTAL					

*UK customers to calculate VAT amount (applicable to CD-ROM only) deduct the 'BOOK ONLY' price from the CD-ROM or 'Corporate Licence' price (as applicable) to arrive at the amount.

VAT is currently applicable to the taxable amount at 17.5%

European Customers-please enter your VAT No here: (to avoid addition of VAT) _____

DELIVERY ADDRESS

(Please print or attach your business card)

Name: (Mr/Ms) _____

Position: _____

Address: _____

Post/Zip code: _____

Country: _____

Tel: _____ Fax: _____

E-Mail: _____

Nature of Business: _____

A Reed Business Information Company. Registered in England (No.151537)
VAT No. GB 235723565



RETURN TO:

FAX: +44 (0) 20 8652 8921 **POST:** Alison Rodacan, Reed Electronics Research,
Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS UK
Tel: +44 (0) 20 8652 3120 **E-Mail:** alison.rodacan@rbi.co.uk

PAYMENT Note: Price is inclusive of postage and for orders paid by credit card or cheques.

Invoices for orders without pre-payment will additionally be charged for postage and handling costs.

I enclose total payment for £/US\$

Please make cheques Payable to:

REED ELECTRONICS RESEARCH

Please charge my Access/MasterCard/
Visa/Barclaycard/AMEX.

Card No: _____

Expiry Date: _____

Cardholder Name: _____

Please invoice me Company Purchase Order No: _____

Signature: _____ Date: _____