

Canalys announces new continuous services in mobile portfolio – Expanded coverage for navigation, mobile Linux and new end-user research

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For immediate release**

Canalys today announced the availability of several new continuous information services within its market-leading portfolio focused on enterprise and consumer mobility. These exciting services build upon the company's highly regarded existing market monitoring and analysis programmes as well as provide a new dimension to provide clients with greater insight around customer behaviour and preferences. The three services, available immediately, are Mobile Navigation Analysis CEMA, Mobile Linux Analysis Worldwide and Consumer Mobility Analysis EMEA.

Mobile Navigation Analysis CEMA is the company's second service focusing specifically on the emerging country markets of Central and Eastern Europe, the Middle East and Africa. It is an add-on to the extremely successful Mobile Navigation Analysis EMEA service, which provides timely market data, forecasts and insight into trends in the fast moving mobile GPS navigation sector. Chris Jones, Canalys VP and principal analyst said of the service, "We have launched this new module in response to client demand for information on the under-penetrated country markets of the region, which hold great potential for the navigation industry, such as Poland and the Czech Republic. The EMEA service is the standard reference for companies in this sector and they need us to bring that same quality of research and consistency of market segmentation to these emerging markets."

The Mobile Linux Analysis Worldwide service focuses on the rise of Linux within the mobile space and provides detailed market tracking of mobile phones, converged devices and VoIP handsets based on the numerous mobile Linux implementations. In addition to providing quarterly market data and forecasts it looks at the issues influencing the growth of mobile Linux and its potential as the successor to the multitude of proprietary real-time operating systems (RTOS) that permeate the mobile handset world today. "Market fragmentation, operator platform rationalisation strategies and the activities of the different standards bodies and developer communities are just a few of the factors shaping the market," said Rachel Lashford, Singapore-based Canalys senior analyst. "Most of the Linux handset volume to date has been in Asia, but we are now starting to see more activity in North America and EMEA. The dynamics of the major geographic regions are quite different, and clients will benefit from having market tracking and analysis that is worldwide in scope and can easily be used in conjunction with our smart mobile device research."

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The third new service, Consumer Mobility Analysis EMEA, provides clients with an exciting new perspective on present and future mobility trends. “Clients know that our supply-side research in the mobile sector is second to none and our consistently applied methodologies coupled with great relationships with vendors and channel partners help us to deliver independent and impartial market tracking and analysis that clients really trust and value,” said Mike Welch, Canalys VP. “This new service complements our existing services through a substantial quarterly end-user primary research programme. Clients will receive detailed results and analysis of thousands of interviews on a wide range of mobility topics, such as mobile TV, music and video, location-based services (LBS), gaming, IM and e-mail. The surveys also study pre-cursor behaviour on other platforms, purchase influencers, willingness to spend, acceptance of mobile advertising, views on features and brands, and green issues, as well as workplace mobility and work-life balance.”

“The first quarterly survey has already been completed and clients will receive results within the next few days,” added Pete Cunningham, senior analyst. “Conducting regular, large-scale research within a continuous service like this enables us to investigate user reaction to new issues as they arise as well as track trends in behaviour. It also means that clients have the opportunity to pose questions that are critical to their business, but within the framework of a continuous, multi-client research programme that delivers unbiased results that can support planning as well and external messaging and PR initiatives.”

About Canalys

Canalys specialises in delivering high quality market data, analysis and advice to the world’s leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

Receiving updates

To receive releases directly, please complete the form on our web site. This release is available from <http://www.canalys.com/pr> along with low- and high-resolution photos of the analyst(s) quoted.

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