

## **Taiwan at the centre of a booming satellite navigation industry, says Canalys**

### **– Canalys Navigation Forum comes to Taipei in May**

**Taipei – Thursday, 13 March 2008**

**For immediate release**

Recent market data released by leading industry analyst firm Canalys shows how the boom in the global satellite navigation market is continuing. Worldwide shipments of mobile GPS navigation devices increased from 16.8 million in 2006 to 39.0 million last year, with Taiwan emerging as the fourth-largest market in Asia Pacific in terms of shipments and home to many of the OEMs and ODMs that are so vital to this industry. It is therefore critical that Taiwanese manufacturers stay in touch with the changing market dynamics to stay competitive.

“Taiwan already has a key role in the global navigation industry,” said Chris Jones, Canalys VP and principal analyst. “But the industry is changing. The US market has taken off, but seen rapid declines in selling prices, and the Asia Pacific region is now growing faster than Europe. Hardware vendors are buying mapping and software companies. Different vendors lead these different markets and knowing who to partner with will be crucial for future success. In addition we will see big changes in device capabilities and platform choices over the next few years. Portable Navigation Devices (PNDs) today account for 90% of shipments, but smart phones are the fastest growing mobile GPS navigation device category and have great potential, especially in large, underpenetrated markets like China and India. The integration of cellular connectivity by PND vendors is also going to throw up huge technical, marketing and channel issues; and the development of additional revenue streams through new location-aware services, though attractive, presents many challenges for manufacturers, software companies and network operators.”

On 15 May 2008, the Canalys Navigation Forum will bring navigation and location technology business leaders and innovators together in Taipei to share insights and discuss the future development of the global and local market, as well as present analysis from its new Taiwan mobility market survey. Chris Jones will be joined on stage by Canalys CEO Steve Brazier, leading analysts from Asia and Europe, and other industry figures.

Chris Jones added, “GPS devices are about to spread far beyond their established markets in Japan, Korea, Europe and the US to reach consumers globally. GPS integration in mobile phones, cameras and other devices will bring far greater volumes than we are seeing now, while driving down costs even further. For Taiwan these changes present both an opportunity and a threat.” Jones continued, “Taiwanese OEMs and

Members of the press may quote from this release provided Canalys is clearly shown as the source

For more information e-mail [press@canalys.com](mailto:press@canalys.com)

© canalys.com Ltd. 2008

Page 1 of 2

ODMs need to understand how big these markets are; they also need to ensure they're working with the right technology and business partners; and they need to keep a close eye on technology developments to understand how they can remain competitive, driving down material costs while producing market-leading devices. The Canalys Navigation Forum in Taipei is an essential event for those who wish to maximise their chances of success in this industry over the next few years."

For information about the Canalys Navigation Forum, to register or to find out about sponsorship opportunities please visit <http://taipei.canalysnavigationforum.com> or contact Canalys directly at its Singapore or European offices. Details are provided below.

### **About Canalys**

Founded in 1998, Canalys is one of the fastest growing technology market analyst firms in the world. It 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 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 press releases directly, please complete the form on the Canalys web site.

**Canalys APAC**  
Republic Plaza 2  
#18 – 27  
9 Raffles Place  
Singapore 048619

**T: +65 6823 6828**

**W: [www.canalys.com](http://www.canalys.com)**

**W: [www.canalysnavigationforum.com](http://www.canalysnavigationforum.com)**

**Canalys EMEA**  
Diddenham Court  
Lambwood Hill  
Grazeley, Reading, UK  
RG7 1JS

**T: +44 118 984 0520**