

## **Canalys introduces flexible new packages for market tracking** **– Also announces availability of new smart phone and navigation trends report**

**Reading (UK) – Wednesday, 29 October 2008**  
**For immediate release**

Canalys today announced that, for the first time in its 10-year history, it is making its highly-regarded quarterly market data available in highly affordable, single-country packages. These are tailored specifically to the needs of mobile operators, service providers, hardware and software vendors and other companies whose focus is on one country, or a very limited number of countries, and who do not need the complete regional coverage, reports, presentations and analyst support provided in a full continuous service.

“Canalys’ highly detailed quarterly market tracking data – in product areas such as smart phones, unified communications, satellite navigation and enterprise infrastructure – is used by the world’s leading vendors in their planning and marketing activities,” said Alan Cardy, Canalys Vice President. “We have a great reputation for consistency, timely delivery, quality and rigorous application of a strict research methodology. Until now, this kind of high quality data has been out of reach for many companies due to their limited geographic focus. The comprehensive coverage and service levels of our continuous services exceeded their requirements, but we now have great, cost-effective solutions for companies with vastly different needs.”

Each Canalys Country Market Tracker delivers the latest quarterly shipment estimates by vendor, along with the relevant definitions, product classification databases and forecasts for the country covered. For maximum flexibility, all data is delivered in Microsoft Excel, and is available as either a one-off purchase or with a year’s worth of quarterly updates. The databases delivered include historical quarterly information too, enabling trend analysis. Up to two hours of telephone support are also provided. Trackers are available for more than 40 individual countries across Asia-Pacific, Europe, the Middle East & Africa, and North America.

Canalys today also announced immediate availability of the new edition of its ‘Smart phone and mobile navigation trends’ report. This annual report, now in its seventh successful year, brings together global market shares, forecasts, vendor analysis and unique insight into market trends from the highly respected mobile analyst team at Canalys.

“The smart phone market is more exciting now than at any time in its history,” said Canalys Vice President Mike Welch. “The arrival of Android, the iPhone and application stores, the expansion of RIM and Microsoft into the consumer arena, and the rising integration of GPS and location-aware services are all

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Page 1 of 2

contributing to rapidly changing market dynamics. Meanwhile the PND industry is under huge pressure, both from within – in terms of booming volumes and plummeting prices – and from the rise of the smart phone as a platform for personal navigation. Those seeking clarity and insight into these markets should consider the trends report essential reading, as most of the leading market participants already do each year.

More information about the report and the new country market trackers, including pricing, is available from the Canalys web site.

## **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 in 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 releases directly, complete the form on the Canalys web site at [www.canalys.com/pr/contact.htm](http://www.canalys.com/pr/contact.htm).

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