

WIRELESS VANTAGE™

A view of the wireless consumer marketplace

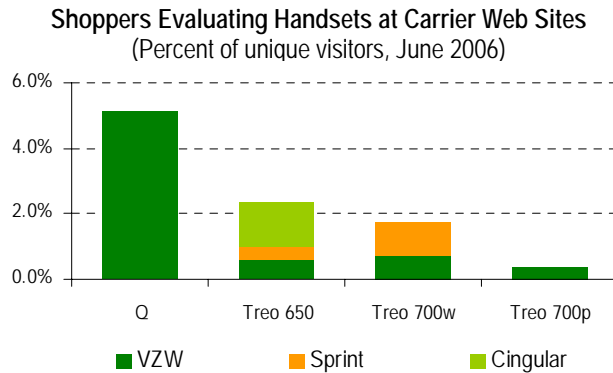
By Miro Kazakoff

THE MOTOROLA Q SCORES AN "A+" IN ATTRACTING SHOPPER INTEREST

More than 5% of handset researchers evaluated The Motorola Q in its first month of release. This made it the most considered device in its price range and substantially more popular with consumers than its apparent direct competitor: Palm's Treo series.

The Treo 650 saw interest from only 2.3% of June shoppers, less than half that of the Q, despite being offered by three carriers, while Verizon is the only carrier to offer the Q. The Treo

700 series drew interest from even fewer shoppers: only 2.1% of handset researchers considered either the Windows or Palm operating system flavors of the Treo 700 series at Verizon Wireless or Sprint.



Shoppers were more likely to compare the Q with other high-end, multi-purpose and stylish devices, rather than email focused handsets like the Treo or Blackberry series. The Sidekick II, MDA and T509, all offered by T-Mobile, were the non-Verizon handsets shoppers most frequently compared with the Q. This provides an early indication that Motorola has built a product that has appeal beyond business users and is generating significant interest among early adopters and the fashion conscious.

Compete determines device interest by sampling the online behavior of shoppers. Over 80% of shoppers report they will do Internet research as part of their wireless purchase decision. By observing this behavior, marketers and analysts can gain new insight into the popularity of specific devices and better understand consumers' shopping patterns, improve messaging, and increase the conversion of shoppers into buyers.

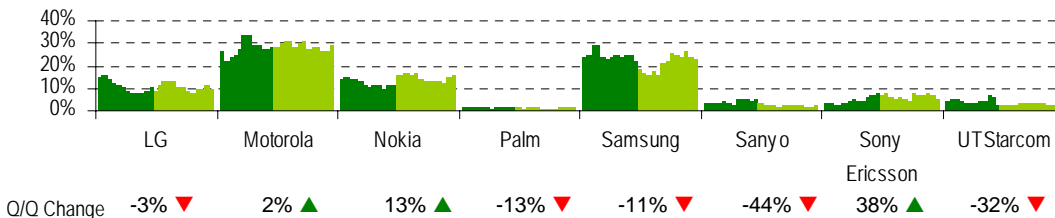
SONY & NOKIA SEE SOLID GAINS IN Q2 SHOPPER INTEREST WHILE OTHERS FALTER

Sony Ericsson led growth in U.S. shopper interest while demand for other manufacturers' devices generally stagnated during the second quarter of 2006. Sony Ericsson increased its share of consumer interest 38% in the second quarter, growing from a 4.7% share to 6.5% of consumer shopping interest for the quarter overall. The next biggest winner, Nokia, grew demand 13%. Other major players saw middling to poor performance. Samsung dropped 11%, LG demand dropped 3% and Motorola gained 2%

The popularity and price cuts of the W600i, as well as the ongoing success of the entry-level Z520a, drove Sony Ericsson's growth. Nokia saw growing interest in the 6030, 6101, and a strong launch of the 6103 at T-Mobile. Despite strong interest in the t509 ultra slim phone, Samsung could not make up for the shift of promotion away from the a950 at Verizon and the end of life of the e335 at T-Mobile and VI-A820 at Sprint.

Compete samples consumers' online research behavior to measure demand. As the primary research channel for wireless purchase decisions, the Internet and consumers' online behavior provide the leading edge indicator of consumer purchase intent. Market leading companies can use this data to better understand and improve how their products convert demand into purchase.

Weekly OEM Interest Share (Q1 '06 - Q2 '06, One Bar = One Week, Major Carriers)



The Motorola Q successfully gathered interest from a broad range of shoppers in its first full month, substantially out-drawing Palm's Treo products

Compete's wireless intelligence and targeting services analyze consumer behaviors and competitive best practices to help wireless companies maximize their returns on marketing, product development, and procurement.

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