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New U.S. Quarterly Smartphone Tracker from *iGR* smartphone sales volumes by operating system and market segment

AUSTIN, Texas, October 23rd, 2008 – *iGR*'s new U.S. Quarterly Smartphone Tracker shows total smartphone sales of nearly 9.2 million devices in the third quarter of 2008. This new research tool uses a combination of end user surveys, industry metrics and channel research to accurately model the smartphone sales activity by quarter. Results are presented by operating system (Apple, RIM, Linux, Windows Mobile, Palm, and Symbian) and by major market segment: consumer, small business, medium business and enterprise.

As new operating systems are introduced into the market, such as Google's Android, *iGR* will be able to track the sales activity and increasing penetration of the new platform. The effect on existing incumbent operating systems can also be seen.

"This new smartphone tracker allows our customers to track U.S. smartphone sales activity across segment and by operating system – this is becoming increasingly important as the smartphone starts to replace the traditional handset as the cellular device of choice," says Iain Gillott, president and founder of *iGR*. "The smartphone tracker model accurately predicted the surge in iPhone sales in the last quarter – data points from the industry have shown the accuracy of the product."

Rather than simply rely on vendor-reported sales as other device tracker products do, *iGR*'s new U.S. Quarterly Smartphone Tracker incorporates data from: 200,000 data points from 3,600 respondents surveyed multiple times throughout the quarter in each of the major segments (consumer, small and medium business and enterprise); distribution channel checks with each of the major operators; and data from industry sources. *iGR* started tracking the U.S. smartphone market earlier this year in order to refine the market model and develop the necessary data sources.

iGR will publish the U.S. Quarterly Smartphone tracker report two weeks after the end of each quarter. As well as the smartphone sales statistics, the report also includes a detailed discussion of the major trends in the market, announcements in the quarter that affected the market, and new product and pricing announcements.

About *iGR*

iGR is a market strategy consultancy that conducts research on major wireless and mobile technology and business issues. As well as the new U.S. Quarterly Smartphone Tracker, *iGR* also provides industry data through its Wireless & Mobile Industries subscription service, multiclient studies and single-client consulting projects. www.iGR-Inc.com