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Mobile Developer's Smartphone OS Preferences ***iGR* finds iPhone OS single most used platform among developers**

AUSTIN, Texas, June 1, 2010 – *iGR*, a market strategy consultancy focused on the wireless and mobile industry, today announced the findings of a recent study on U.S.-based mobile developers. The survey asked respondents a series of questions regarding the platforms for which they currently develop and those for which they intend to develop in the next 12 months. Other issues researched included which OEMs provided the best support, the types of applications they were developing and which devices, including tablets, they planned to support.

Fifty three percent of the surveyed developers build applications for the Apple iPhone OS. The next most popular platforms were RIM BlackBerry OS, Android and Microsoft Windows Mobile 6.5. - this is a drastic shift from *iGR*'s 2009 developer study in which Windows Mobile was by far the most popular OS. Developers generally develop for multiple platforms and are increasingly developing for more. Respondents currently developed for 2.4 separate platforms, a number that will increase to 3.4 over the next 12 months.

Apple's iPhone OS also led in developers planning to develop in future, with more than half of those not currently developing for the platform planning to in the next 12 months. Google's Android and BlackBerry OS were the next most popular platforms that programmers were planning to start supporting.

When asked to indicate the five most important factors when choosing a mobile platform, more than half of developers consider multi-touch to be important or essential to application development, making a whole wealth of devices inadequate by this standard.

"With each new feature and capability added to smartphone OSes, competition in the space continues to heat up", said Matthew Vartabedian, research vice president of *iGR*. "Providing a solid developer experience and the ability for developers to generate revenue and profits off of the platforms is a key aspect of that competition."

About *iGR*

iGR, formerly *iGillott*Research Inc., is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, we research and analyze the impact new wireless and mobile technologies will have on the industry, on vendors' competitive positioning, and on our clients' strategic business plans.

A more complete profile of the company can be found at www.igr-inc.com.

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