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Chinese Vendors Outpace the Market as Smartphone Shipments Grow 23.1% Year over Year in the Second Quarter, According to IDC

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FRAMINGHAM, Mass.-(<u>BUSINESS WIRD</u>--The worldwide smartphone market grew 23.1% year over year in the second quarter of 2014 (2014), establishing a new single <u>quarter record d 255.3 million shipments</u>, according to preliminary data from the International Data Corporation (<u>DD)</u> Worldwide Quartert Mobile Phone Tacketer Fell in the second first quarter, the market grew 2.6% sequentially, fueled by ongoing demand for mobile computing and an abundance of low-cost smartphones. Second quarter shipments were in line with IDC's forecast and all expectations are that the market will continue apace in the second half of the year and surpassing 300 million units for the first time ever in a single quarter in 3014.

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A record second guarter poves that the smartphone market has plenty of opportunity and momentum, 'said <u>Rvan Reith</u>, Program Director with IDC's <u>Worldwide Quartery, Mobile Phone Tracker</u> that are capable of landing in the top 5 next quarter. A handful of these companies are currently operating in a single country, but no one should mistake that for complacency – they all recognize the opportunity that lies outside their home turf.

Despite a challenging quarter for Samsung, and to a lesser extent Apple, the strong market demand boosted results for most smartphone vendors. Emerging markets supported by boal vendors are continuing to act as the main oatalyst for smartphone growth. Among the top vendors in the market, a wide range of Chinese OEMs more than outpaced the market in 2Q 14. By far the most impressive was Huawei, nearly doubling its shipments from a year ago, followed by another strong performance from Lenovo.

"As the death of the feature phone approaches more rapidly than before, it is the Chinese vendors that are ready to usher emerging market consumers into smartphones. The offer of smartphones at a much better value than the top global players but with a stronger build quality and larger soale than boal competitors gives these vendors a precarious competitive advantage," said <u>Melissa Chau</u>, Senior Research Manager with IDC's <u>Worldwide Quarterly Mobile Phone</u> <u>Tracker</u>.

Smartphone Vendor Highlights:

Samsung saw the Galaxy S5 ship millions of units this quarter, despite the oritoisms leveled at it, while S4 and even S3 volumes remained strong as more affordable alternatives. Collectively Samsung bet 7% market share compared to a year ago, despite having one of the largest smartphone portfolios of all OEMs. To maintain its position at the top, Samsung will need to focus on building momentum in markets dominated by local brands.

Apple's second quarter is always its seasonal low of the year, but even more so this time in advance of the iPhone 6, with oonsumers holding their collective breath for the bing-awaited bigger screens. Apple enjoyed continued success in the 70
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