

Mobile Broadband Notebook PCs

Recognizing the increasing interest in notebooks/ laptops with embedded access to internet the GSM Association (GSMA) and Microsoft Corporation (Microsoft) commissioned Pyramid Research to conduct an independent analysis of mass market notebook PC buyer demand for mobile broadband. The Pyramid Research's study concluded that:

- Current notebook PC sales projections significantly understate the achievable opportunity for mass market (\$500-\$1,000 retail price) notebook PCs, particularly in emerging markets.
- **Built-in mobile broadband connectivity boosts demand for notebooks/laptops.**
- Notebook PC usage will be dominated by communication and entertainment that require the PC to have good audio and integrated CD/DVD capabilities, while other PC features need only match the market average.
- Notebook buyers plan to use their PCs in different locations outside the home and will **increasingly value the ability to communicate using widely accessible mobile broadband.**
- **The majority of PC buyers like the idea of a mobile broadband notebook** but customer education needs to be combined with solutions that work 'out-of-the-box' to unlock demand.
- Mass-market **PC buyers are ready to switch their mobile network operator in response to new offers** that combine a mobile broadband notebook with a voice package.
- PCs bundled with competitive mobile broadband access and value added services can satisfy the unaddressed demand for notebook PCs.



The study also concluded that **Mobile operators need to be proactive in harnessing this latent demand for mobile broadband notebook PCs (MBPCs)**. The service providers would need to position themselves so as to **be able to effectively tap VAS revenue opportunities** from the mobile broadband notebook platform.

Keeping the above findings in mind, the GSMA has requested notebook manufacturers to propose new designs for mass-market-priced mobile broadband laptops.

Among the notebook manufacturers working with the GSMA are Asus, Dell, Fujitsu Siemens, Lenovo, Twinhead and Vestal. And from the operators side the names include DTAC, Maxis, MTN, Orange, Smart Communications, Telecom Italia, Telefónica O2, TeliaSonera, Turkcell, Vimplecom, Vodafone and Wind.

Source: GSMA