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The faster-than-light speed evolution of mobile has left Blackberry maker, Research in Motion, and Nokia, struggling to compete with mobile newbies iPhone and Android. Why?

Los Gatos California, October 4, 2011, Dynmark International today announces the release of its latest whitepaper **Get Smart – A review of the Mobile Market**.

Dynmark's whitepaper provides a pithy review of the mobile market to 2011 and beyond to 2015. It outlines the state of play in the mobile market today. It reviews the key mobile handset/mobile operating system providers, as well as summarizing market share and providing forecasts and predictions to 2015.

The New Year's party for mobile handset manufactures, which lasted for the first 10 years of the 21st Century, is well and truly over. During that time Blackberry maker, Research in Motion, was an out and out star with sales growth of 25 times, from \$600m in 2004 to \$15b in 2010. Nokia was in a class of its own with unmatched production facilities capably producing over 400m units a year. Today both companies are struggling for survival. So what happened?

Apple's release of iPhone in July 2008, followed by Google's distribution of smartphone OS, Android, shortly after that, have completely transformed the mobile market. Users now expect mobile devices that provide on-the-move computing not just a device for making and receiving calls. And so, a new era of mobile computing, ushered in by these events, has begun – it has a long way to go and there will be many unexpected winners and losers along en route. There will also be a host of new players pursuing a raft of new opportunities for mobile pioneers.

Author of the paper and Dynmark's CEO, Oscar Jenkins, commented "Those that fail to appreciate the seismic events being shaped by the advent of mobile computing, don't just risk missing opportunities – they are risking losing everything. During my research for this paper I realized we are not just seeing the transition from PC-based computing to mobile computing, we are witnessing a complete change in how we live our lives – and that changes everything".

To get a copy of **Get Smart – A review of the Mobile Market** visit <http://www.dynmark.com/DownloadCentre.aspx?p=GetSmart.pdf>

Notes to the Editor

About Dynmark International

Dynmark is a mobile messaging specialist. The company works with leading clients to deliver dynamic mobile marketing solutions using its own state-of-the-art high volume, multi-channel messaging platform. Users can control their own customer mobile interaction using Dynmark Direct's web-based services, or utilise the strategic full-service mobile marketing agency offering, via Dynmark agency.

Dynmark also offers a mobile App development service, Dynmark Apps, which develops bespoke mobile Apps on all mobile operating systems; iOs, Android, RIM, Symbian and Windows Mobile. Customers include household names like the Carphone Warehouse, Talk Talk, AOL, Geek Squad, Yodel, Tesco, Sainsbury, Argos, Amazon, Eurotunnel and Gala Coral.

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