



OPINION PIECE

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Iphonic.tv – Article on the iPhone

Comments provided by André Pagnac, chief executive, Actimagine

While the Apple iPhone is undoubtedly a well-designed, high-quality product which is certain to be a big hit with consumers, it is unlikely to dominate the market unchallenged.

The pricing of the iPhone means that it will primarily compete with high-end, high-value smartphones rather than mid-range fixed-phone products. Latest commercial forecasts indicate that 10 million iPhones are likely to be sold between now and the end of 2008, while according to a study from industry analysts, ABI Research, the smartphone market - excluding iPhone sales - should grow by 300 million devices over the same period.

So, there is clearly an appetite among users for these high-end products, translating into a significant market opportunity for smartphone manufacturers to exploit. The key to doing this effectively will be in delivering a premium user experience, running high-quality video over a mobile, offering video-on-demand and enabling free TV channels and user-generated content from websites like YouTube to be accessed over the Internet.

In a bid to achieve this, handset manufacturers will increasingly look to partner software providers like Actimagine with its Mobiclip video compression technology, which has the necessary functionality to help them create products capable of competing with the iPhone.

024 iphonic.tv comments (Final)