Smart phones on top in EMEA

- Palm still leading handheld vendor, but Windows CE out-ships Palm OS

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- EMEA mobile device shipments in Q1 2003 up 125% on Q1 2002
- Nokia retains overall lead, but joined by smart phone vendors Sony Ericsson and Orange in top five
- Handheld/wireless handheld segment shows growth of 10%
- Palm remains the leading handheld vendor, but with shipments almost flat on one year ago

EMEA Q1 2003 - highlights from the Canalys research

Canalys' latest research shows the EMEA mobile device market grew 125% year-on-year in Q1 2003, but much of the growth came from the smart phone segment and as a result of companies, such as Dell and ViewSonic, joining the ever-increasing ranks of Pocket PC handheld vendors. Nokia retained its overall lead, with 42% market share, followed by Palm on 15% - the highest placed handheld vendor. These two were joined in the top five by Sony Ericsson (12%), HP (11%) and Orange (4%). This supports Canalys' forecast earlier this year that shipments of smart phones would exceed those of handhelds in 2003. Just outside the top five were Sony and new entrant Dell, making a solid start with its Axim devices.

EMEA mobile device market Operating system market shares Q1 2003, Q1 2002					
Operating system	Q1 2003 shipments	% share	Q1 2002 shipments	% share	Growth Q1'03/Q1'02
All devices	1,524,630	100%	678,580	100%	125%
Symbian	807,270	53%	89,750	13%	799%
Windows CE	370,530	24%	228,810	34%	62%
Palm OS	284,840	19%	295,170	43%	-3%
Others	61,990	4%	64,850	10%	-4%
Data-centric	638,650	100%	579,650	100%	10%
Windows CE	308,360	48%	228,810	39%	35%
Palm OS	270,740	42%	284,200	49%	-5%
Others	59,550	9%	66,640	11%	-11%
Voice-centric	885,980	100%	98,930	100%	796%
Symbian	807,270	91%	77,810	79%	937%
Windows CE	62,170	7%	-	0%	NA
Palm OS	14,100	2%	10,970	11%	29%
Others	2,440	**	10,150	10%	-76%

** less than 1%

Data-centric = handhelds and wireless handhelds

Voice-centric = feature phones and smart phones

"From an operating system perspective, it is important for Symbian that Nokia has now been joined by another vendor shipping in large quantities," said Chris Jones, Canalys director & senior analyst. "Not only has the P800 propelled Sony Ericsson into third place this quarter, but there are indications that demand is outstripping supply, which bodes well for Q2 as well. With more device launches expected over the course of the year we anticipate that Symbian will retain its lead in the smart phone segment in EMEA."

There was also some good news for Microsoft in that the Windows CE share of the mobile device market was higher than that for Palm OS for the first time, as senior analyst Andy Buss pointed out: "While Palm is still the leading handheld vendor, and Sony continues to post good growth rates, the sheer number of vendors using Windows CE in their devices means that Palm OS is now in third place in EMEA." Canalys expects Palm's introduction of new models this week to help boost its shipments in the coming quarter, but it continues to face an increasing number of competitors and competing device formats.

Dell was one of the new entrants in Q1, taking 2% share of the overall EMEA mobile device market with its Axim handhelds. Jones added: "For its first quarter, Dell made a good start. There was obviously some pent-up demand for a low-cost Pocket PC, but other vendors are already responding. Dell will need to broaden its product range if it wants to enjoy sustained success in this market."

Terms explained

Feature phone: pocket-sized device positioned primarily for voice, offers full, configurable two-way data synchronisation, but OS-based applications cannot be added without restriction.
Smart phone: pocket-sized device positioned primarily for voice, offers full, configurable two-way data synchronisation, and OS-based applications can be added without restriction.
Handheld: pocket-sized device positioned primarily for data, no integrated wireless (GSM, GPRS or 3G) capability.
Wireless handheld: pocket-sized device positioned primarily for data, integrated wireless (GSM, GPRS, or 3G) capability.
Data-centric devices: handhelds & wireless handhelds
Voice-centric devices: feature phones & smart phones
Mobile device market: handhelds, wireless handhelds, feature phones & smart phones
EMEA: Europe, Middle East & Africa