

## Mobile "Magnet Platforms" To Lead in Mobile

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Devices delivering multiple functions and internet connectivity-- or "magnet platforms"-- will lead the mobile market according to In-Stat, growing at a CAGR of 25.7% through 2015.



In comparison, the overall mobile device market will growth at a CAGR of 8.7% for the same period.

"Magnet devices" cover 3 categories-- smartphones, tablets and notebook PCs. All make part of the larger "smart device" category together with smart TVs and STBs. Such devices increasingly share similar (if not identical) silicon components, operating systems and apps.

In-Stat says 4 key factors drive innovation within the mobile market-- richer content, network access, increased bandwidth (to enable access) and new technologies. The technology will improve further, with growing numbers of mobile devices carrying more than 1 GPU (and the number of GPU cores per SoC) during the forecast period.

The analyst also predicts smartphones will increase from under 20% of total handsets (from 2010) to 43% in 2015, while Intel and Imagination will lead in the GPU market after taking over 61.3% of the 2011 mobile GPU market.

Go [Smartphones, Tablets, and Notebook PCs to Grow at 25.7% CAGR Through 2015 \(In-Stat\)](#)