



**FTF** | FREESCALE TECHNOLOGY FORUM  
POWERING INNOVATION

# Tablet Market Segmentation

**Robert Thompson**  
Director Smart Mobile Devices



Xx June 2011

Freescale, the Freescale logo, Altivec, C-5, CodeTEST, CodeWarrior, ColdFire, C-Ware, the Energy Efficient Solutions logo, mobileGT, PowerQUICC, QorIQ, StarCore and Symphony are trademarks of Freescale Semiconductor, Inc., Reg. U.S. Pat. & Tm. Off. BeeKit, BeeStack, ColdFire+, CoreNet, Flexis, Kinetic, MXC, Platform in a Package, Processor Expert, QorIQ Qonverge, Qorivva, QUICC Engine, SMARTMOS, TurboLink, VortiQa and Xtrinsic are trademarks of Freescale Semiconductor, Inc. All other product or service names are the property of their respective owners. © 2011 Freescale Semiconductor, Inc.



# *18 Million*

The number of tablets sold in 2010

# 242 Million

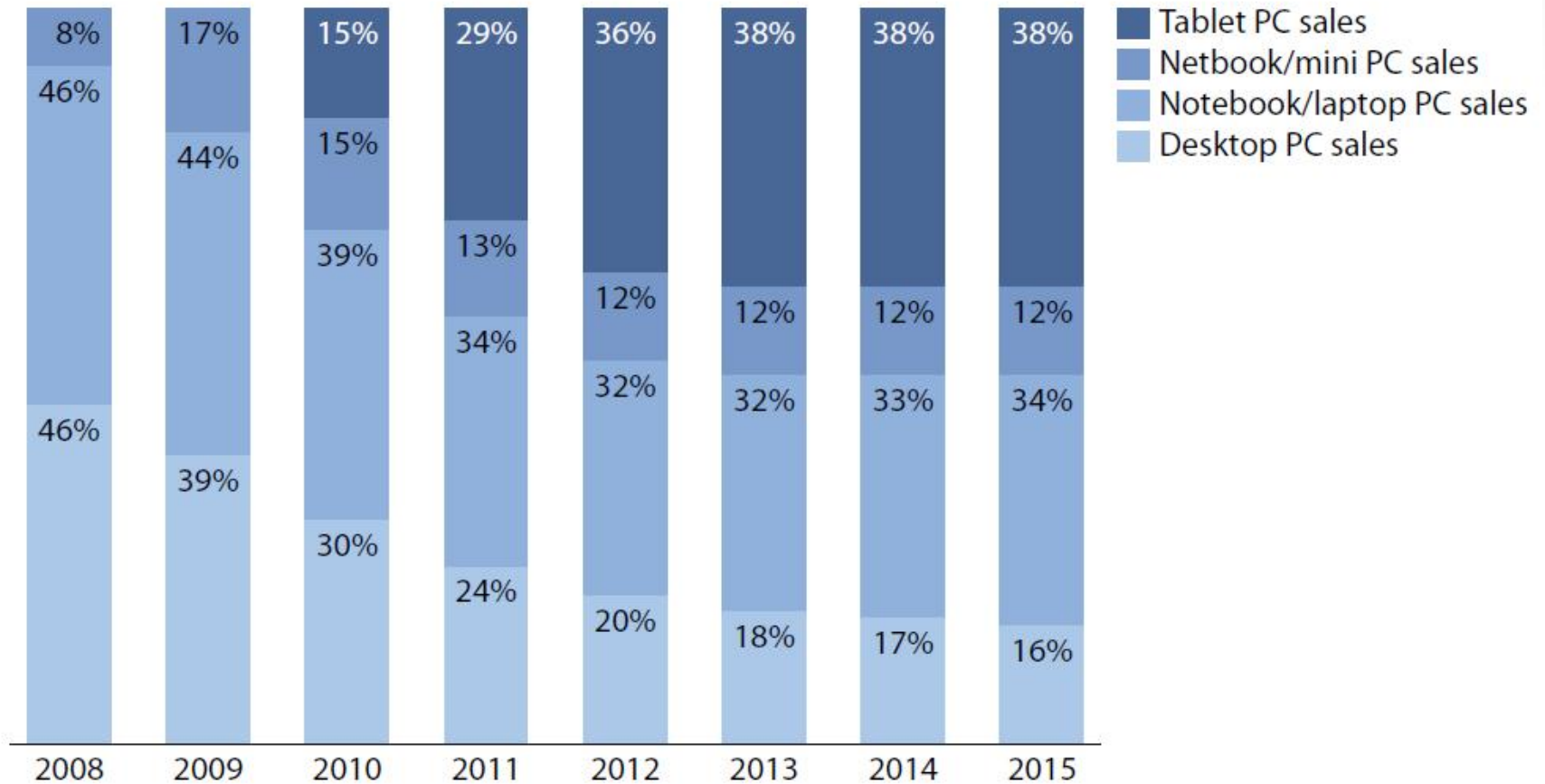
The tablet market forecast in 2015

Source: IHS iSuppli Research February 2011



# US - Tablets outsell Notebooks by 2013

Percentage of PC unit sales, US



(percentages may not total 100 because of rounding)

Forrester Research Jan 2011



## Android Tablets, Poor sales to date....

### Price

- > \$600 vs. desired \$300

### Placement

- Immature Channel

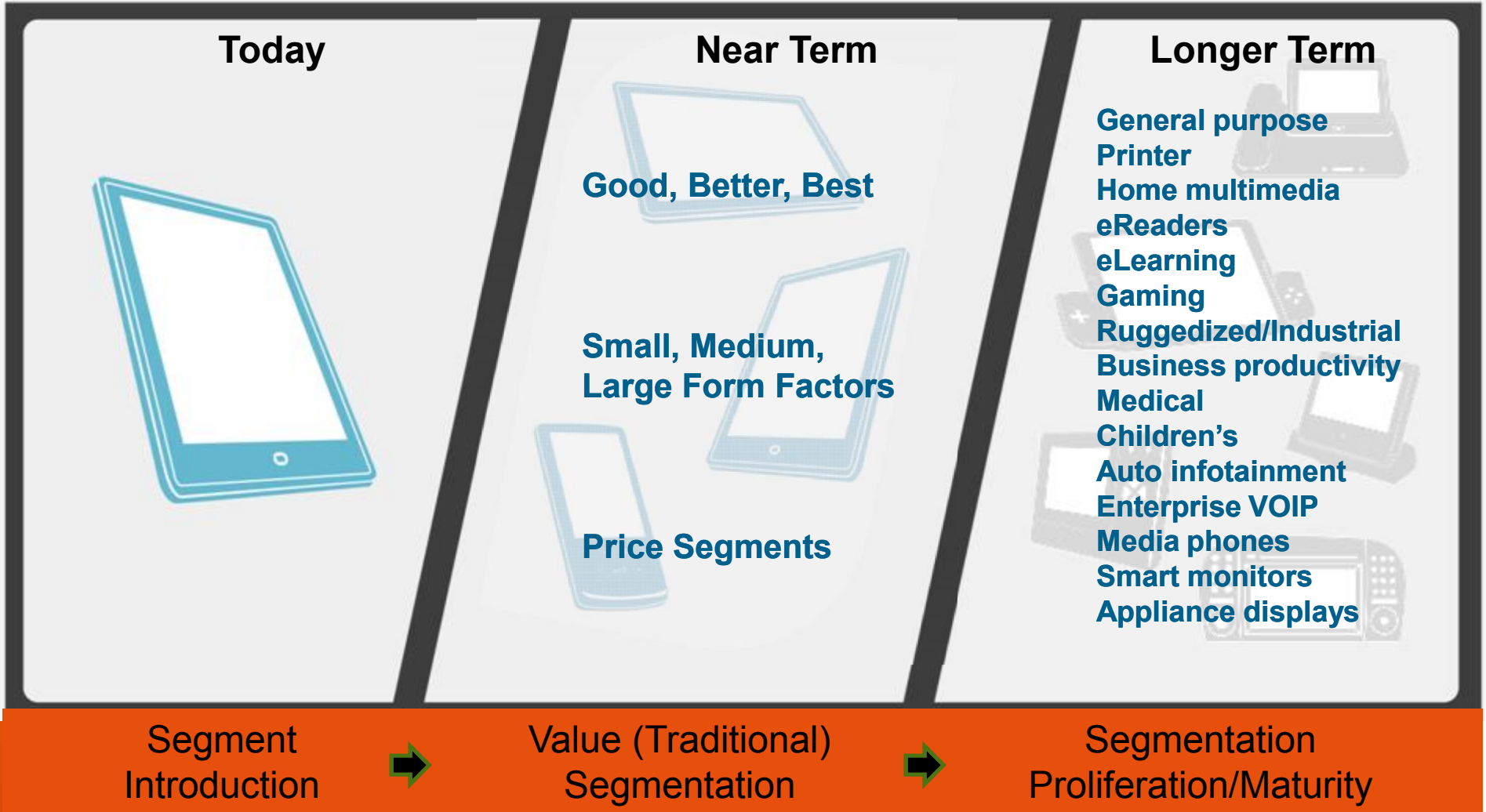
### Promotion

- Poor training & advertising

### Product

- Honeycomb vs. iOS

# The Tablet Usage Model is Rapidly Evolving



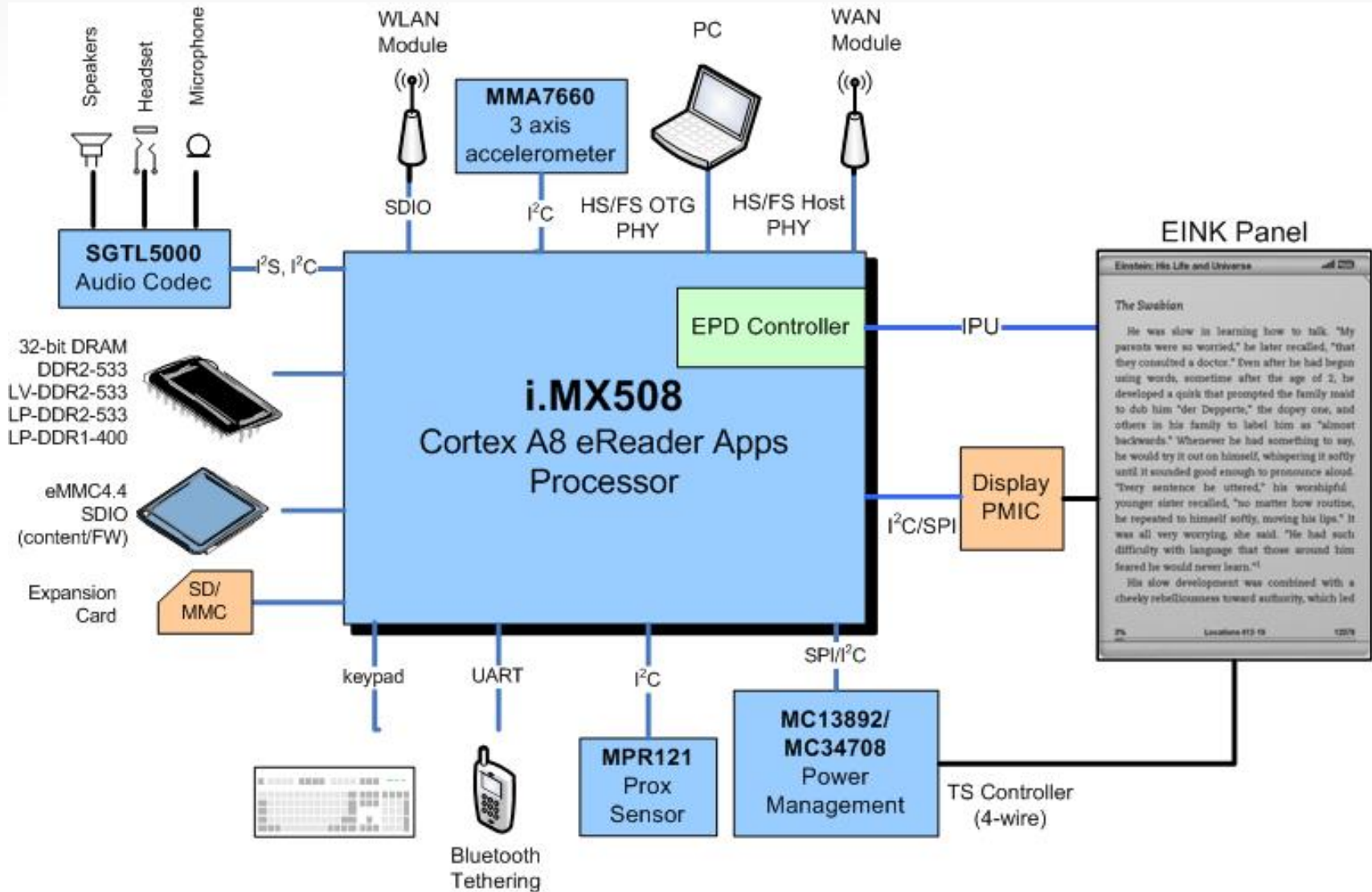
# i.MX Platforms: Your Interface to the World

## Target Markets



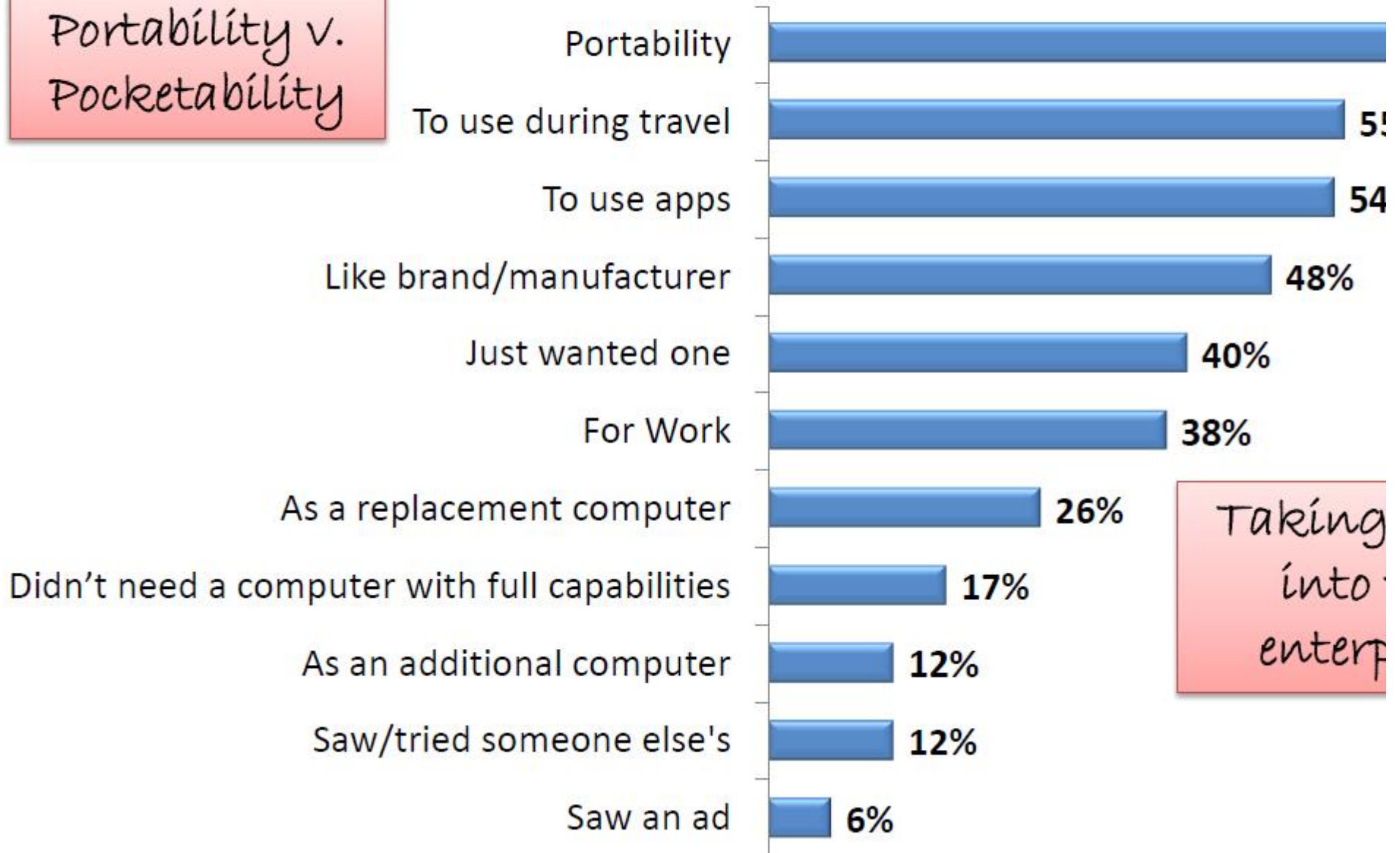
- **Breadth of Applications**
- **Platform Scalability & Flexibility**
- **Simplified Solutions Development**

# eReader Solution



# Enthusiasts' Reasons For Purchase

Portability v.  
Pocketability



Taking  
into  
enterp

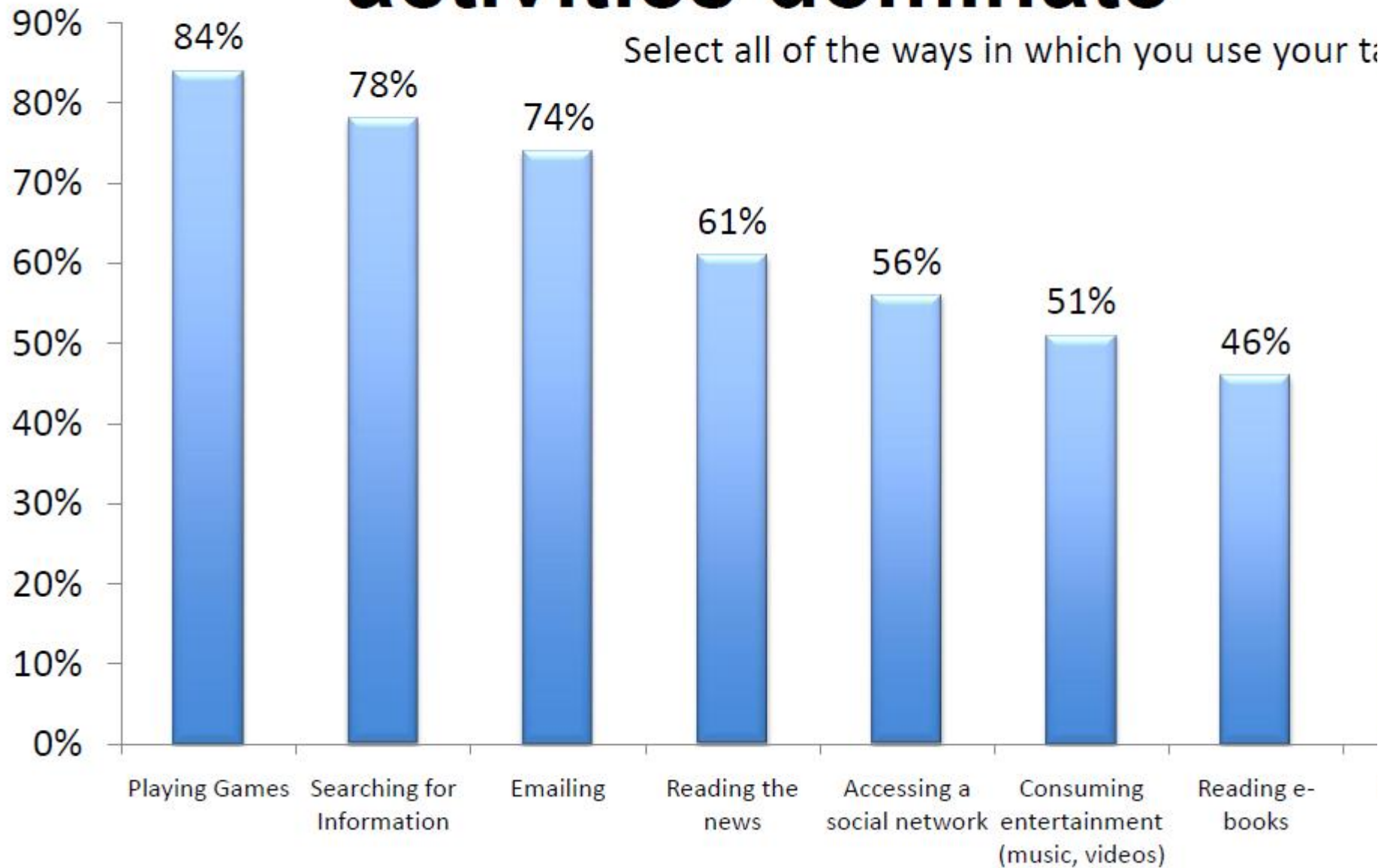


## Two dominant usage models

- On-the-go Experience
- One handed operation
- 7" form factor
- 'On-the-couch' Experience
- Two handed operation
- 10" form factor



# Client-light, lean-back activities dominate



# Do we need storage in a Tablet

*We have been here before*

- WebPad: 1999-2001
- Smart Displays 2002-2003
- All descended from the 1995 Zeith CruisePad

*Thin Clients in the consumer market = 100% failure*

- Chromebooks are the latest attempt



Zenith Cruisepad



Ericsson webpad



Frontpath webpad



Viewsonic Smart Display

# Consumer Tablets- From Multi-Purpose to Specialized



Home Infotainment  
Orange Tabee



Gaming – Sony Xperia Play



Color E-Reader  
Sharp Galapagos



Value  
Dreampbook -Synrgic

# Fat Tablets...but for a good reason

## Archos G9: Flash or HDD



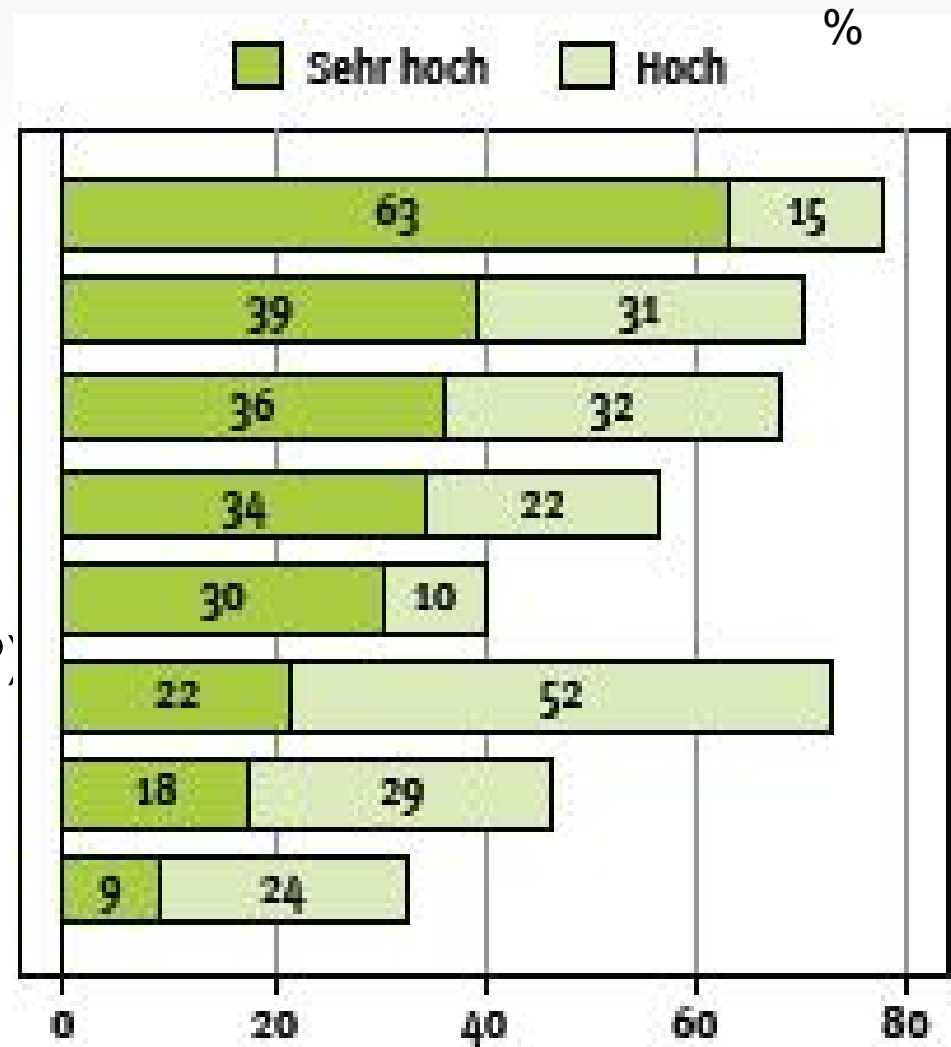
# Is this an ecosystem....

Seagate GoFlax satellite Mobile Wireless Storage HDD

**“Everyone in the company will want a tablet...  
... except the IT manager.”**

# Business use case for Tablets

1. E-mails
2. Presentations
3. PIM (calendar contacts etc)
4. Take notes
5. Prepare and modify powerpoints
6. Business applications (CRM/ERP)
7. Conferencing and Collaborating
8. Web surf (articles and videos)





# The Enterprise mobile security problem: Bring Your Own Device (BYOD)

- Smartphones are creating new security and management challenges for IT administrators
- It is common practice for employees to run Enterprise applications such as corporate mail, contact, calendar; CRM; etc and store Enterprise data on their own personal devices
- There are several main risks with this practice:
  - The Enterprise data can be lost and/or compromised
  - The Enterprise contacts are at risk of being abused by malicious actors
  - The employees' personal data can be wiped from the device by the Enterprise (Microsoft Exchange Server)

# Solution: One phone – Two domains

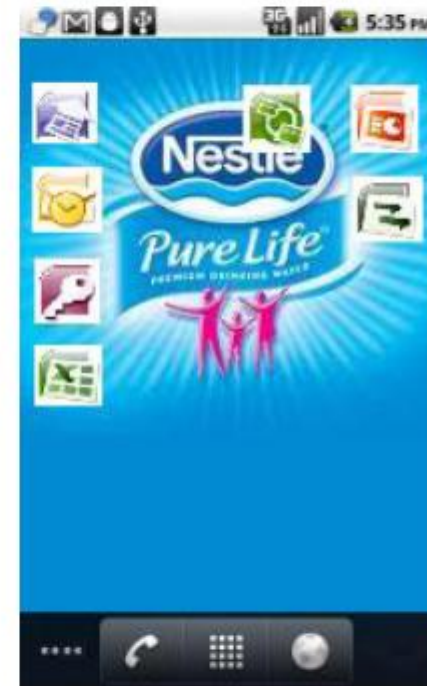
- Integrated user experience

Personal Domain



- Run in separate VM
- Full Android
- Lots of consumer services

Secure Enterprise Domain



- Run-in separate VM
- Cut-down version of Android
- Only corporate services



# Corporate Growth & Diversification



Playbook – RIM



Small Biz to Corporate  
HP TouchPad & Dell Streak



Corporate  
Cius – Cisco



Education  
Efika Smartbook- Genesi



Tele health  
Sonomda Pomdevices



Govertment  
Ozing Tablet

# Emerging Services

## Digital Advertising



## Connected Car



## Connected Health



## Smart Home Ecosystem Energy Management



# B2B Moves Beyond Mobile Email into Line of Business Applications

## Horizontal Solutions:

**Unified Comm**  


**ERP/CRM**  


**BI/MEAP**  




## Key Verticals:

 **Healthcare**

 **Education**

 **Retail**

 **Government**

 **Transportation**

**B2B Expansion:**  
 Enterprises have deployed ~2 LOB apps...with strong IT interest to expand 2X

**Email + Security**

 Exchange ActiveSync
  SYBASE Afaria
  Good Mobile Device Management
  MobileIron
  CISCO
  AuthenTec

Virtual Private Network

**Table Stakes:**  
 85% of Enterprises have implemented a mobile email solution

