



## October 2013

### Digital Trends Autumn - US

“The digital divide is crumbling, with respondents from lower-income groups showing high levels of using the internet, and increased ownership of computing products. The next phase of growth for hardware and software will be for products and services that effectively target lower-income groups.”

### Mobile Apps - US

“The high app engagement level of Millennials makes them a lucrative target and companies targeting the demographic should consider their particular interests. This generation is more willing to pay for apps, and while ad revenue is still a major part of generating income for developers they must ensure their ads ...

## August 2013

### Laptops and Desktop Computers - US

“The computer market does not lack for innovation. In fact, so much effort has been placed in product development that the industry may have temporarily stepped ahead of consumer taste and awareness, and run into problems that can be tackled via marketing rather than an endless stream of new technologies ...

### In-Car Electronics: Entertainment and Navigation - US

“Those who haven’t shopped for a new car in the past 5 years may be surprised to find out that a technological coup has taken place on the vehicle dash. Gone are tactile controls and, in their stead, many automakers are now offering touchscreens with interactive controls that allow for ...

## July 2013

### Tablets - US

“Tablets are seen as having cannibalized sales of PCs and e-readers. While this is certainly true of the e-readers, looking forward, the dinner and the diner may be flipped—advances in smartphones and laptop offerings may result in a cannibalization of tablet sales.”