

January 2015

平板电脑 - China

“为了平衡移动和功能，平板电脑、笔记本电脑，甚至智能手机日益融合。此外，由于平板电脑主要为内容驱动型设备，所以软件开发也与平板电脑的命运息息相关。”

December 2014

科技领域中品牌的重要性 - China

“中国消费者对科技的接受度非常高，也愿意在科技产品和服务上花钱。他们在科技和通信方面的开支比例大，表明他们的参与度非常高。因此，所有科技品牌都有可能从这可迅猛发展的市场中获得丰厚利润，这也是为什么市场上有丰富的国内和国际公司存在。”

November 2014

Tablet Computers - China

“To balance mobility and functionality, tablets, laptops and even smartphones are increasingly converging towards unity. Besides, software development is also crucial to the fate of tablets, as tablets are more of a content-driven modern device.”

– Can Huang, Senior Research Analyst

October 2014

The Importance of Brands in Technology - China

“Chinese consumers see technology brands they use as a reflection of desired lifestyles. What brands need to do is to understand consumer behaviour, build unique brand value, communicate through storytelling and establish a binding relationship that shares a sense of identity.”

– Can Huang, Senior Research Analyst