

## **China Mobile Internet Device (MID) Market Research Report, 2008-2012**

*This report analyzes the current situation and trends of China MID market through MID industry chain (hardware manufacturers, software providers, brand holders, sales channels and consumers, etc.), Internet access of MID, market factors, etc.*

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### Summary

Mobile Internet Devices (MID) is a new concept popular with 2008. MID mean a portable PC devices smaller than normal laptop but larger than mobile phone which can access to Internet conveniently.

MID provides applications such as communication, entertainment, information access, mobile officing, which also can be used as PVP based on Internet, Navigation system, flat-panel PC and other consumer electronics. Compared to UMPC, MID focuses more on entertainment while lower average price with reasonable combination of software and hardware.

From late 2007 to early 2008, ASUS portable PC product Eee PC won a big success in the global market which attracted various PC manufacturers and even non-PC producers to devote more attention and practices into the portable PC market. Brand owners including Toshiba, Lenovo, Aigo, ASUS, BenQ have decided to launch MID product solutions based on Intel, AMD, TI and ARM in the second quarter of 2008 according to tremendous business opportunities on the MID market.

2008 is the first year of MID global market era. As predicted, the volume of sales of MID on the global market will exceed 1 million while it will exceed 100,000. During the period of 2008-2012, the increasing rate will be 100%. With this opportunity, hardware providers, software providers and brand owners start their layouts on MID market in succession to survive in the fierce market competition.

This report analysis the current developing situation and trends of China MID market through MID industry chain (hardware manufacturers, software providers, brand holders, sales channels and consumers, etc.), application area of MID, Internet access environment of MID in China, market factors, etc., which provide reference for enterprises to understand the market situation and investment opportunities as well as forecast on China MID market scales of 2008-2012.

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