

# Handango Yardstick

Windows Mobile® Professional  
Year End Special Edition  
January – December 2007

The mobile downloads market data source

## Market Metrics

- Avg. number of applications purchased per order: 1.23
- Avg. selling price of mobile content: \$20.42
- Number of new mobile content providers: 266
- Number of new mobile content titles: 2,932

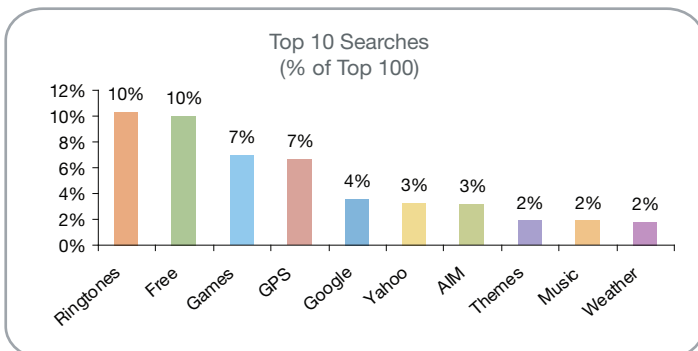
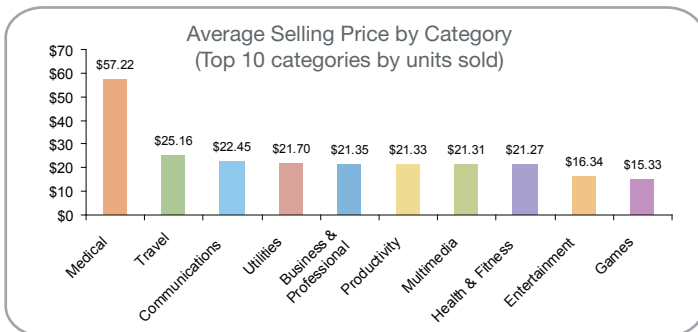
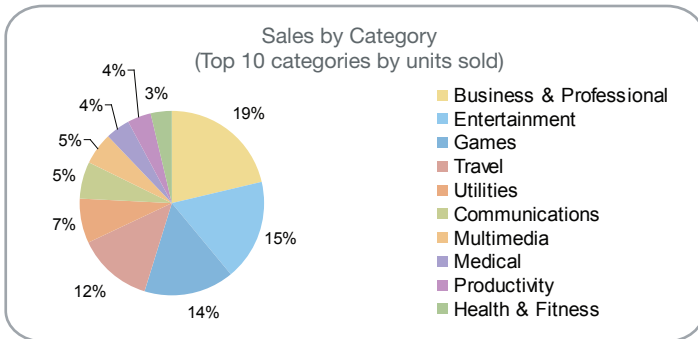
## Top Devices Adding Software

By Revenue:

1. PPC 6700
2. Palm Treo 700wx
3. Dell Axim X51v
4. HTC TyTN
5. Palm Treo 700w
6. Palm Treo 750
7. AT&T/Cingular 8125
8. HP iPAQ hw6900 series
9. HP iPAQ hx2700 series
10. HP iPAQ hx2400 series

By Units Sold:

1. PPC 6700
2. Palm Treo 700wx
3. Dell Axim X51v
4. Palm Treo 700w
5. AT&T/Cingular 8125
6. HTC TyTN
7. Palm Treo 750
8. HP iPAQ hw6900 series
9. HP iPAQ hx2700 series
10. HP iPAQ hx2400 series



## Best Sellers List

### Windows Mobile® Professional

1. Spb Pocket Plus (today screen plug in) - \$29.95
2. Spb Mobile Shell (today screen plug in) - \$29.95
3. Pocket Informant 8 (today screen plug in) - \$29.95
4. MobiTV (streaming television) - \$9.99
5. Spb Backup (file backup) - \$19.95
6. Microsoft Voice Command (voice control) - \$39.99
7. Spb Diary (today screen plug in) - \$19.95
8. Spb Time (clock) - \$14.95
9. Spb Phone Suite (phone features) - 19.95
10. Spb Brain Evolution (brain trainer) - \$19.95
11. eWallet Professional Edition (PIM manager) - \$29.95
12. SOTI Pocket Controller (remote control) - \$35.95
13. PocketCopy (information copier) - \$24.95
14. Spb Weather (weather monitor) - \$14.95
15. MemMaid (memory saver) - \$19.99
16. IM+ (instant messenger consolidator) - \$39.95
17. HandiTV (streaming television) - \$24.95
18. Resco Explorer (file manager) - \$29.95
19. WorldMate Professional Edition (travel assistant) - \$74.95
20. SBSH PocketWeather (weather monitor) - \$14.95
21. Photo Contacts Pro 5 (call manager) - \$29.95
22. Spb Mobile DVD (DVD viewer) - \$24.95
23. SBSH PocketBreeze (today screen plug in) - \$19.95
24. PocketMusic (music player) - \$19.95
25. Ringo Mobile (ringtone manager) - \$24.95
26. SBSH iLauncher 3 (today screen plug in) - \$14.95
27. Agenda Fusion (Outlook synchronization) - \$29.95
28. Spb Full Screen Keyboard (keyboard) - \$9.95
29. Spb Finance (finance manager) - \$24.95
30. Ageda One (time manager) - \$29.95
31. ListPro Professional Edition (list manager) - \$29.95
32. Spb Insight (news reader) - \$19.95
33. SplashID (personal ID manager) - \$29.95
34. Spb GPRS Monitor (data usage monitor) - \$19.95
35. Aces Texas Hold'Em - No Limit (poker game) - \$19.99
36. MyPersonalDiet (fitness assistant) - \$24.95
37. Pocket DVD Studio 4 (DVD player) - \$32.00
38. Spb Wallet (personal ID manager) - \$29.95
39. Agendus Professional Edition (Outlook synchronization) - \$24.95
40. FlexiMail (email viewer) - \$29.95
41. PocketMirror Professional (Outlook synchronization) - \$49.95
42. MySportTraining (fitness assistant) - \$29.95
43. Battery Pack Pro (battery saver) - \$29.99
44. PhatPad (note manager) - \$39.95
45. Resco Sudoku (puzzle game) - \$19.95
46. CodeWallet Pro Desktop Edition (personal ID manager) - \$29.95
47. CodeWallet Pro (PID manager) - \$29.95
48. Cash Organizer 2007 Premium (finance manager) - \$29.95
49. HandySwitcher (task manager) - \$9.99
50. 1-Calc (calculator) - \$29.99

