

Handango Yardstick

The mobile downloads market data source

Windows Mobile Pocket PC
January - December 2005
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 2.52
- Avg. selling price of mobile applications: \$19.24
- Number of new Pocket PC software vendors: 296
- Number of new Pocket PC applications: 3,024

Top Devices Adding Software

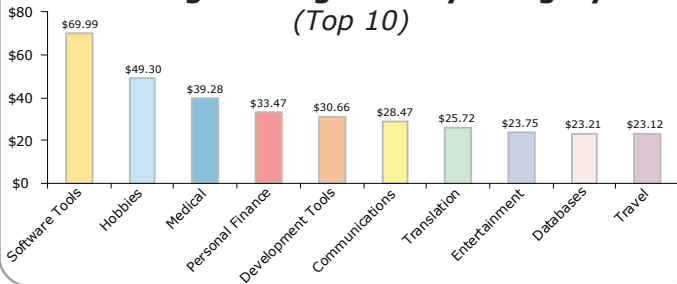
By Revenue:

1. Dell Axim X50v
2. HP iPAQ h2210/2215
3. Dell Axim X30
4. HP iPAQ hx4700/4705
5. HP iPAQ h6315
6. HP iPAQ h4150/4155
7. HP iPAQ rx3715
8. HP iPAQ h5500/5555
9. HP iPAQ rx3115
10. Audiovox XV6600

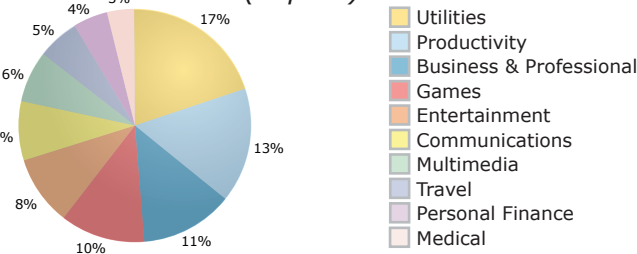
By Units Sold:

1. HP iPAQ hx4700/4705
2. Dell Axim X50v
3. HP iPAQ h2210/2215
4. Dell Axim X30
5. HP iPAQ h4150/4155
6. HP iPAQ h6315
7. HP iPAQ rx3715
8. HP iPAQ h5500/5555
9. O2 Xda II
10. HP iPAQ rx3115

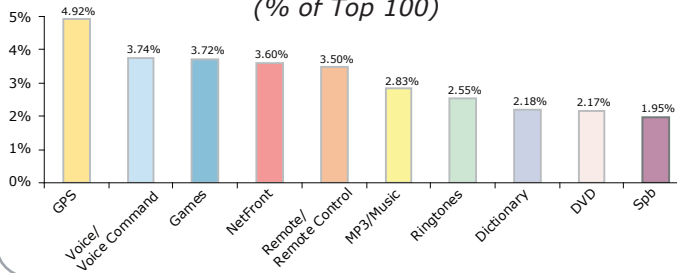
Average Selling Price by Category
(Top 10)



Sales by Category
(Top 10)



Top 10 Searches
(% of Top 100)



Best Sellers Lists

1. Spb Pocket Plus (customization tool) - \$24.95
 2. Battery Pack Pro (systems monitor) - \$29.99
 3. Agenda Fusion (PIM enhancement) - \$29.95
 4. Pocket-DVD Studio (DVD/video converter) - \$39.95
 5. SBSH PocketBreeze (customization tool) - \$14.95
 6. Microsoft Voice Command - US (app controller) - \$24.95
 7. Pocket Informant (PIM enhancement) - \$24.95
 8. eWallet (information security) - \$24.95
 9. Pocket Controller-Pro (Outlook synchronization) - \$30.95
 10. Spb Weather (Today screen plug-in) - \$14.95
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11. Spb Diary (Today screen plug-in) - \$14.95
 12. Resco Explorer (file explorer) - \$24.95
 13. AOL (account access) - \$19.95
 14. SplashPhoto (photo viewer) - \$24.95
 15. Spb Time (enhanced clock) - \$9.95
 16. Journal Bar (news & weather monitor) - \$29.99
 17. SBSH PocketWeather (weather monitor) - \$9.95
 18. WorldMate Professional Edition (travel assistant) - \$74.95
 19. PocketMusic (music player) - \$19.95
 20. 1-Calc (enhanced calculator) - \$19.99
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21. CodeWallet (information security) - \$29.95
 22. Pocket DVD Wizard (DVD/video converter) - \$28.95
 23. Pocket SlideShow (PowerPoint presenter) - \$21.95
 24. ListPro (list manager) - \$29.95
 25. Spb Full Screen Keyboard (soft keyboard) - \$9.95
 26. SBSH iLauncher (Today screen plug-in) - \$8.95
 27. IM+ (instant messenger) - \$39.95
 28. SBSH ContactBreeze (Today screen plug-in) - \$5.95
 29. GeniusPro (advanced unit converter) - \$5.00
 30. CodeWallet Pro Desktop (information security) - \$29.95
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31. Bejeweled 2 (strategy game) - \$19.95
 32. Aces Texas Hold'em - No Limit (poker game) - \$19.99
 33. Agenda Fusion IconSet 2 (icon add-ons) - \$7.95
 34. PhatPad (PIM enhancement) - \$29.95
 35. BetterMeasure (unit converter) - \$19.99
 36. MySportTraining (fitness manager) - \$29.95
 37. Spb Finance (finance manager) - \$24.95
 38. Microsoft Voice Command - UK (app controller) - \$39.99
 39. CalliGrapher 8.1 (handwriting recognition tool) - \$39.95
 40. WordBook (dictionary & thesaurus) - \$19.95
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41. Journal Bar Expansion Pack (weather monitor) - \$9.99
 42. MemMaid (memory manager) - \$19.99
 43. SplashID (information security) - \$29.95
 44. Virtual Pool Mobile (pool game) - \$19.95
 45. Pocket Mechanic (storage card manager) - \$14.95
 46. WorldMate Standard Edition (travel assistant) - \$34.95
 47. CalliGrapher 7.5 (handwriting recognition tool) - \$29.95
 48. Photo Contacts (photo caller ID) - \$29.95
 49. PDAmill (role playing game) - \$19.95
 50. Resco Utility Package (file explorer & image viewer) - \$34.95



Background and source information for the Handango Yardstick is available at http://www.handango.com/YardStick.jsp?CKey=YardStick_PocketPC2005

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