

Handango Yardstick

The mobile content market data source

Palm OS®
January - December 2006
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.13
- Avg. selling price of Palm OS content: \$22.74
- Number of new Palm OS content providers: 127
- Number of new Palm OS content titles: 1,575

Top Palm OS Devices Adding Software

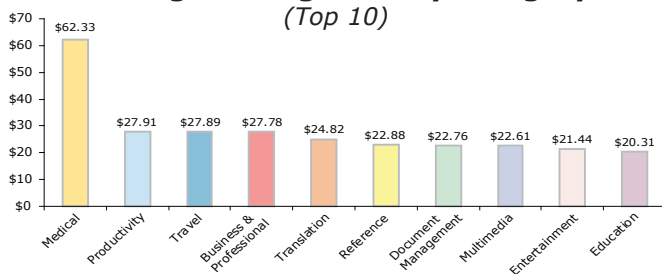
By Revenue:

1. Palm Treo 650
2. Palm TX
3. Palm LifeDrive
4. Palm Treo 700p
5. Palm Tungsten E2
6. Palm Tungsten T5
7. Palm Tungsten E
8. Palm Tungsten T3
9. Palm Treo 600
10. Palm Z22

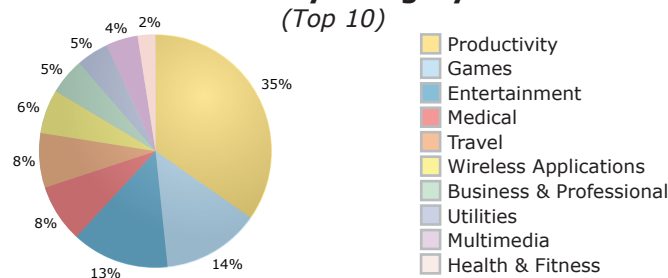
By Units Sold:

1. Palm Treo 650
2. Palm TX
3. Palm Treo 700p
4. Palm LifeDrive
5. Palm Tungsten E2
6. Palm Tungsten T5
7. Palm Tungsten T3
8. Palm Tungsten E
9. Palm Treo 600
10. Palm Z22

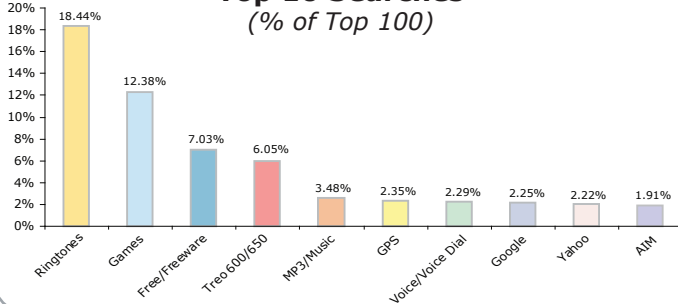
Average Selling Price by Category (Top 10)



Sales by Category (Top 10)



Top 10 Searches (% of Top 100)



Best Sellers for Palm OS

1. Agendus Professional Edition (PIM enhancement) - \$39.95
 2. Treo Voice Dialing (voice activated dialer) - \$19.99
 3. PocketMirror Standard (Outlook synchronization) - \$29.95
 4. Ringo Pro (MP3 ringtone player) - \$29.95
 5. AOL for Treo 650 (account access) - \$19.95
 6. PocketCopy (PIM enhancement) - \$24.95
 7. SplashID (information security) - \$29.95
 8. Diet & Exercise Assistant (fitness manager) - \$24.95
 9. Agendus Standard Edition (PIM enhancement) - \$29.95
 10. mRing for Treo (MP3 ringtone manager) - \$19.99
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11. PocketMirror Pro. (Outlook synchronization) - \$49.95
 12. VolumeCare Pro (volume enhancer) - \$19.95
 13. Diet & Exercise Assistant Desktop (fitness manager) - \$9.95
 14. WorldMate Professional Edition (travel assistant) - \$74.95
 15. KeySuite (Outlook synchronization) - \$69.95
 16. Traffic for Treo (traffic information tool) - \$4.99
 17. PocketMirror Std. XT (Outlook synchronization) - \$29.95
 18. SplashMoney (finance manager) - \$29.95
 19. Aces Texas Hold'em - No Limit (poker game) - \$19.99
 20. SplashWallet Suite (suite of productivity apps) - \$59.95
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21. SOLITAIRE PACK (solitaire games) - \$14.95
 22. Tetris® (puzzle game) - \$19.99
 23. Sudoku Master II (puzzle game) - \$14.95
 24. Deluxe Sudoku (puzzle game) - \$14.95
 25. Monopoly (board game) - \$19.99
 26. Resco Explorer (file manager) - \$19.95
 27. DateBk5 (PIM enhancement) - \$24.95
 28. Bejeweled 2 (match game) - \$19.95
 29. Documents To Go Premium (doc viewer & editor) - \$49.99
 30. SplashShopper (shopping list manager) - \$29.95
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31. Pocket Tunes Deluxe (MP3 & WMA music player) - \$37.95
 32. VoiceControl (voice dialer) - \$6.00
 33. BugMe! Notepad (PIM enhancement) - \$19.95
 34. Quickoffice Premier (office suite) - \$39.95
 35. WorldMate Desktop Companion (travel assistant) - \$24.95
 36. SplashPhoto (photo viewer) - \$29.95
 37. Agendus Professional Bundle (suite of PIM apps) - \$59.95
 38. WorldMate Standard Edition X (travel assistant) - \$34.95
 39. Resco Backup (backup tool) - \$14.95
 40. Rampart Chess (chess game) - \$9.95
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41. Agendus Premier Edition (PIM enhancement) - \$59.95
 42. Village Sim (simulator game) - \$19.95
 43. Phone Technician (phone tool) - \$14.95
 44. Agendus Mail SSL Edition (email client) - \$24.95
 45. MobileWrite (text entry tool) - \$24.95
 46. XTNDConnect PC Desktop (synchronization tool) - \$59.95
 47. eWallet Professional Edition (information security) - \$29.95
 48. HandDBase Professional (database manager) - \$39.99
 49. smartBIBLE (King James Version bible) - \$7.95
 50. YourCall (phone utility) - \$9.95



Background and source information for the Handango Yardstick is available at:
http://www.handango.com/YardStick.jsp?CKKey=YardStick_Palm2006

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