

Handango Yardstick

September 2005

The mobile downloads market data source

Market Metrics

- Avg. number of applications purchased: 1.68 (-.04)
- Avg. selling price of mobile applications: \$20.80 (+.01)
- Avg. selling price of digital media: \$2.08 (=)
- Number of new mobile software vendors: 4
- Number of new mobile applications: 905

Top Devices Adding Software

By Revenue (PDA):

1. Palm Tungsten T Series
2. Dell Axim X50 Series
3. HP iPAQ hx4700 Series
4. Palm Tungsten E Series
5. HP iPAQ rx3000 Series

By Units Sold (PDA):

1. Palm Tungsten T Series
2. Dell Axim X50 Series
3. HP iPAQ hx4700 Series
4. Palm Tungsten E Series
5. HP iPAQ rx3000 Series

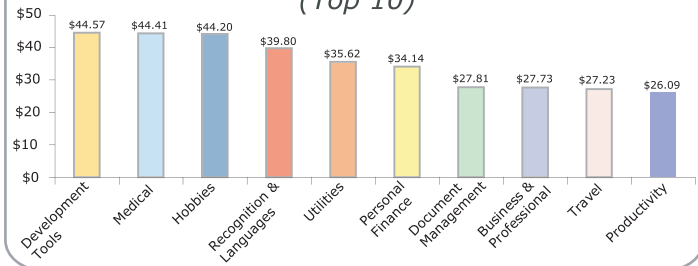
By Revenue (Phone):

1. Palm Treo 600/650
2. Sony Ericsson P900/P910
3. BlackBerry 7250/7290
4. Motorola RAZR V3
5. BlackBerry 7100 Series

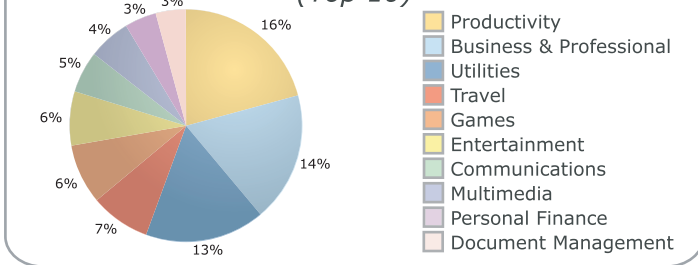
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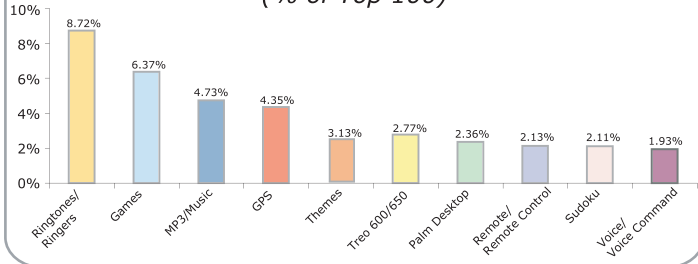
Average Selling Price by Category (Top 10)



Sales of Software by Category (Top 10)



Top 10 Searches (% of Top 100)



Best Sellers Lists

BlackBerry®

1. Ring Tone Megaplex (ringtone library) - \$19.95 =
2. Aces Texas Hold'em - Limit (poker game) - \$14.99 **NEW**
3. Adobe PDF Booster (attachment viewer) - \$29.95 ▲
4. My Expense Tracker+ (expense manager) - \$30.00 **NEW**
5. IM+ (instant messenger) - \$44.95 ▼
6. CryptMagic + PC Desktop (information security) - \$34.95 ▼
7. Ascendo Photos (digital photo manager) - \$14.95 =
8. PocketDay (information manager) - \$19.95 ▼
9. Aces Texas Hold'em - No Limit (poker game) - \$14.99 ▼
10. SolMania (solitaire card games) - \$9.00 ▼

Palm OS®

1. Agendus Pro. Edition (PIM enhancement) - \$39.95 ▲
2. Treo Voice Dialing (voice activated dialer) - \$19.99 ▼
3. AOL (account access) - \$19.95 ▼
4. PocketMirror Std. (Outlook synchronization) - \$29.95 ▲
5. KeySuite (Outlook synchronization) - \$49.95 =
6. SplashID (information security) - \$19.95 ▲
7. WorldMate (travel assistant) - \$74.95 ▲
8. Agendus Std. Edition (PIM enhancement) - \$29.95 ▼
9. Ringo Pro (ringtone manager) - \$29.95 ▲
10. Agendus for Windows Outlook (PIM enhancement) - \$29.95 ▼

Windows Mobile-based Pocket PC

1. Spb Pocket Plus (customization tool) - \$24.95 =
2. Spb Full Screen Keyboard (virtual keyboard) - \$9.95 **NEW**
3. Pocket-DVD Studio (DVD/video converter) - \$39.95 ▲
4. iLauncher (Today screen plug-in) - \$8.95 **NEW**
5. CalliGrapher (handwriting recognition) - \$39.95 **NEW**
6. Battery Pack Pro (systems monitor) - \$29.99 ▼
7. Resco Explorer (file explorer) - \$24.95 **NEW**
8. eWallet Pro Edition (information security) - \$29.95 ▼
9. Agenda Fusion 7 (PIM enhancement) - \$29.95 ▼
10. Microsoft Voice Command (app controller) - \$39.99 ▼

Windows Mobile-based Smartphone

1. ClearVue Suite (office suite) - \$29.95 ▲
2. Ornetta Reader (PDF eBook reader) - \$14.95 **NEW**
3. Papyrus (time manager) - \$17.95 ▼
4. Jeyo Mobile Extender (Outlook SMS add-on) - \$14.95 ▼
5. Ornetta Notepad (text editor & viewer) - \$14.95 **NEW**
6. SmartphoneNotes (Outlook synchronization) - \$12.95 ▼
7. Battery Pack Pro (systems monitor) - \$19.99 ▼
8. eWallet (information security) - \$29.95 ▼
9. PocketMusic (music player) - \$19.95 **NEW**
10. Jeyo Mobile Companion (SMS & info manager) - \$14.95 ▼

Symbian OS™

1. SmartMovie (video player) - \$26.99 =
2. Decuma Alphabetic (handwriting recognition) - \$29.99 **NEW**
3. Handy Day Pro. (productivity tool) - \$38.40 ▼
4. VITO QuickContact (contact manager) - \$19.95 **NEW**
5. WorldMate Pro. Edition (travel assistant) - \$74.95 ▼
6. ProfiMail (email client) - \$24.99 ▼
7. Quickoffice Premier (office suite) - \$49.95 ▼
8. Remote (remote phone access) - \$19.95 ▼
9. SMobile SMS Guard (SMS manager) - \$9.99 **NEW**
10. Quickoffice Premier for Series 60 (office suite) - \$49.95 ▼

Background and source information for the Handango Yardstick is available at http://www.handango.com/YardStick.jsp?CKey=YardStick_September2005

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