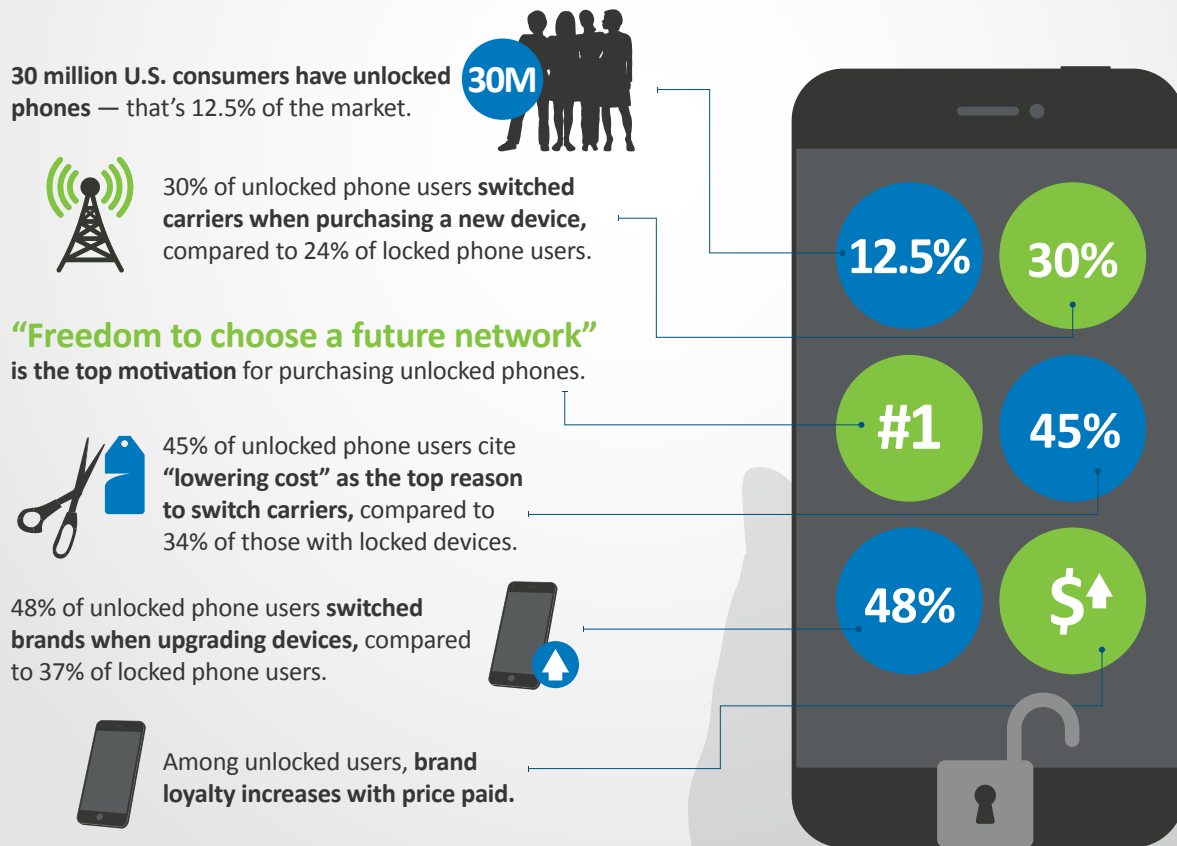


Unlocking the Secrets of Unlocked Phone Owners

As the unlocked phone market grows in the U.S., differentiation will be key for original equipment manufacturers. Price is one competitive component, but in addition, devices will need compelling features and functionality to appeal to consumers and retailers alike. **See what we see . . .**



Want more insights like this? The **Unlocked Phone Demand Report 2.0** from NPD's Connected Intelligence has the comprehensive data and reliable analysis you need to clearly see all of your market opportunities. It can help device manufacturers, retailers, and carriers discover new entrants in the market, make sense of purchase motivators and other consumer information, and inform winning business decisions in the unlocked phone market.

Source: The NPD Group/Connected Intelligence, Unlocked Phone Demand Report 2.0

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

