MOVR

Mobile Overview Report

April – June 2017

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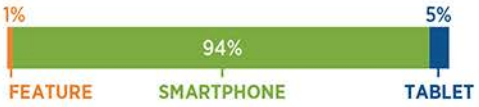
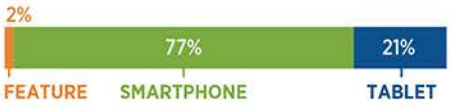
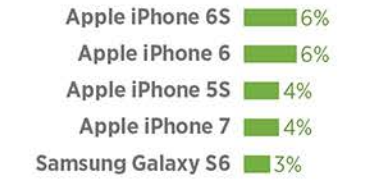
	ASIA	NORTH AMERICA	EUROPE
Form Factor			
Top 5 Smartphones			
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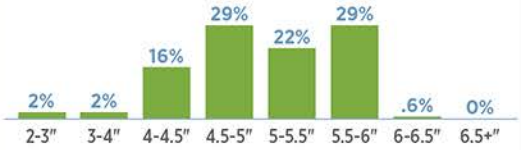
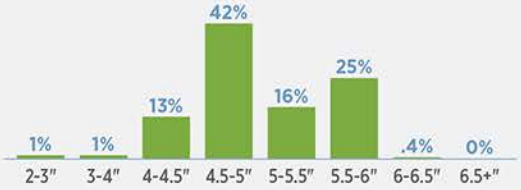
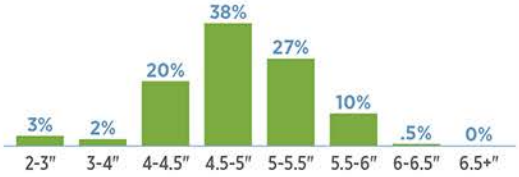
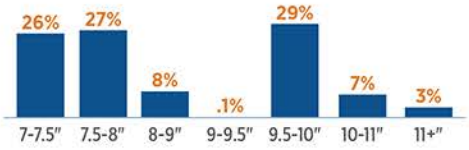
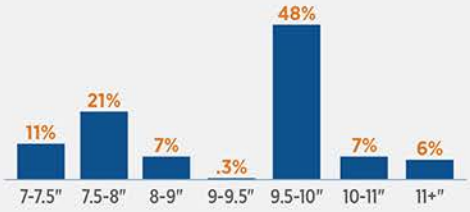
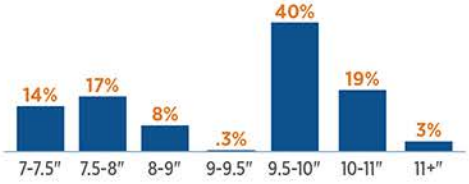
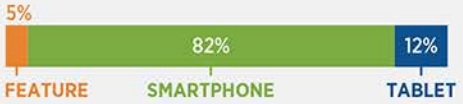
Smartphone Diagonal Size			
Tablet Diagonal Size			

	SOUTH AMERICA	AFRICA	OCEANIA
Form Factor			
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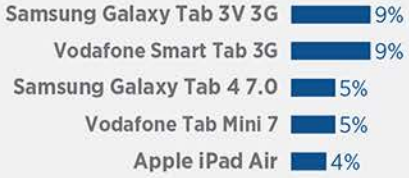
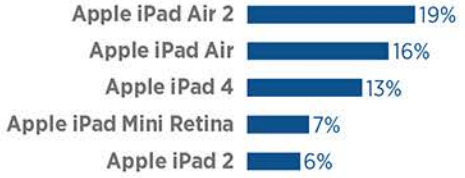
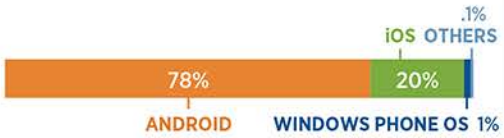
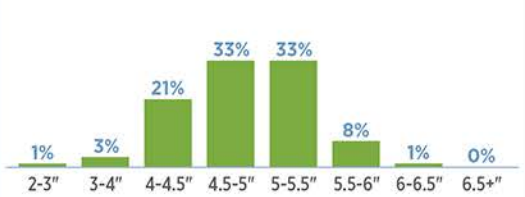
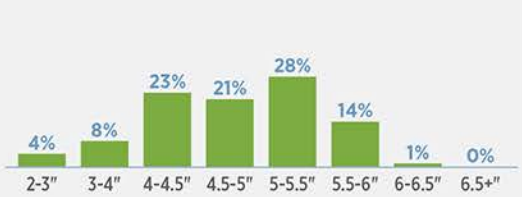
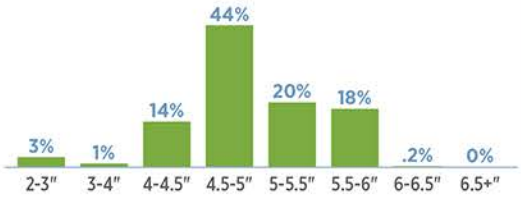
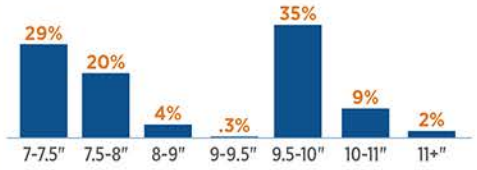
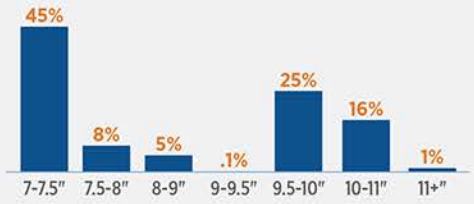
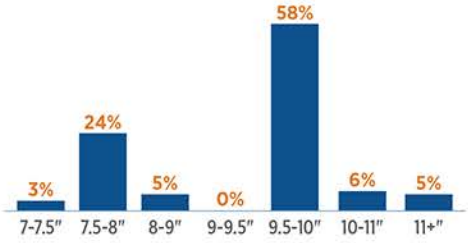
Top 5 Tablets			
Smartphone OS			
Smartphone Diagonal Size			
Tablet Diagonal Size			

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Q1 2017 to Q2 2017 Comparisons

Try our new MOVR Visualization Tool

Top Smartphones

- New to the list this quarter are the Apple iPhone SE and the Samsung J7 Prime.
- Dropping off the list are the Motorola Moto G4, Samsung Galaxy J2 (2015), and the Vodafone Smart Kicka.
- North America and Oceania continue to be concentrated markets for brands, with the top smartphones accounting for 63.7% and 74.4% respectively. An increase of 2.7% in North America and 3.4% in Oceania since Q1 2017.

Top Smartphones	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 5S	1.3%	2.9%	4.1%	3.5%	3.9%	3.1%
Apple iPhone 6	2.2%	4.8%	5.6%	9.3%	10.1%	4.5%
Apple iPhone 6 Plus	0.8%	2.4%	0.9%	3.7%	3.2%	1.0%
Apple iPhone 6S	1.7%	4.4%	6.3%	11.0%	13.9%	3.1%
Apple iPhone 6S Plus	0.7%	2.6%	1.1%	6.1%	4.6%	0.9%
Apple iPhone 7	1.2%	2.9%	4.0%	7.6%	9.3%	2.2%
Apple iPhone 7 Plus	0.7%	3.1%	1.3%	6.9%	6.2%	1.1%
Apple iPhone SE	0.3%	0.6%	2.4%	2.2%	2.1%	1.0%
Huawei P8 Lite	2.2%	0.3%	2.1%	0.2%	0.2%	0.6%
Motorola Moto G	0.0%	0.0%	0.1%	0.2%	0.0%	2.1%
Motorola Moto G (2nd Gen)	0.0%	0.1%	0.0%	0.1%	0.1%	2.6%
Motorola MotoG3	0.0%	0.1%	0.1%	0.2%	0.1%	3.1%
Samsung Galaxy A3	1.2%	0.9%	2.2%	0.1%	0.2%	0.5%
Samsung Galaxy Grand Neo	1.8%	0.8%	0.8%	0.1%	0.1%	0.6%
Samsung Galaxy Grand Prime	0.5%	1.0%	1.5%	0.9%	0.1%	3.5%
Samsung Galaxy J1	1.8%	0.6%	0.3%	0.1%	0.3%	0.8%
Samsung Galaxy J1 Ace	2.5%	0.2%	0.0%	0.1%	0.3%	0.7%
Samsung Galaxy J5	2.8%	1.8%	2.0%	0.3%	0.6%	5.4%
Samsung Galaxy J7 2015	1.2%	2.4%	0.1%	1.1%	0.1%	3.1%
Samsung Galaxy S5	2.1%	1.1%	2.2%	2.3%	5.8%	1.0%
Samsung Galaxy S6	1.8%	0.6%	2.7%	2.1%	3.2%	0.7%
Samsung Galaxy S7	1.6%	0.6%	2.2%	3.1%	6.4%	0.6%
Samsung Galaxy S7 Edge	2.1%	1.3%	2.5%	2.3%	3.6%	0.9%
Samsung J7 Prime	0.7%	1.7%	0.0%	0.2%	0.1%	0.9%
others	**68.5%**	**62.7%**	**55.4%**	**36.3%**	**25.6%**	**56.1%**

Source: ScientiaMobile. Note: figures reflect percentage point (2017Q2)

Top Smartphone Trends (2017 Q2 vs. 2017 Q1)

- Apple iPhone 7 and 7 Plus no longer have the most growth this quarter as many users in South America and Asia have begun using the Samsung Galaxy J7 (2015) with 3.1% and 2.4% usage growth respectively. North America and Africa also saw noticeable increases of usage (1.1% and 1.2% respectively).

- The Apple iPhone 7 and 7 Plus have continued to see a moderate increase in adoption with the largest trend in North America with 2.4% growth from the iPhone 7 Plus and second largest growth in North America with 2.2% for the iPhone 7.

- Oceania saw the largest drop in usage of 1.7% for the Apple iPhone 6, as many users in Oceania continue to buy newer iPhone models.

Top Smartphone Trends	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPhone 5S	-0.1%	-0.2%	-0.3%	-0.6%	-0.8%	-0.3%
Apple iPhone 6	-0.2%	-0.2%	-0.5%	-1.0%	-1.7%	0.0%
Apple iPhone 6 Plus	0.0%	-0.2%	-0.1%	-0.3%	-0.5%	0.0%
Apple iPhone 6S	-0.2%	-0.1%	0.0%	0.2%	-0.6%	0.2%
Apple iPhone 6S Plus	0.0%	-0.1%	0.0%	0.0%	-0.2%	0.1%
Apple iPhone 7	0.3%	0.7%	1.0%	2.2%	2.2%	0.8%
Apple iPhone 7 Plus	0.2%	0.9%	0.4%	2.4%	1.7%	0.5%
Apple iPhone SE	0.0%	0.1%	0.4%	0.2%	0.3%	0.2%
Huawei P8 Lite	0.5%	0.0%	0.0%	0.0%	0.0%	-0.1%
Motorola Moto G	0.0%	0.0%	0.0%	0.0%	0.0%	-0.5%
Motorola Moto G (2nd Gen)	0.0%	0.0%	0.0%	0.0%	0.0%	-0.7%
Motorola MotoG3	0.0%	0.0%	0.0%	0.0%	0.0%	-0.5%
Samsung Galaxy A3	0.0%	0.0%	-0.2%	0.0%	0.0%	0.0%
Samsung Galaxy Grand Neo	-0.1%	-0.2%	-0.1%	0.0%	0.0%	0.0%
Samsung Galaxy Grand Prime	0.0%	-0.2%	-0.2%	-0.2%	0.0%	-0.7%
Samsung Galaxy J1	-0.2%	-0.2%	0.0%	0.0%	0.0%	0.0%
Samsung Galaxy J1 Ace	0.1%	0.0%	0.0%	0.0%	0.1%	0.3%
Samsung Galaxy J5	0.3%	-0.2%	-0.2%	0.1%	0.1%	-0.3%
Samsung Galaxy J7 2015	1.2%	2.4%	0.1%	1.1%	0.1%	3.1%
Samsung Galaxy S5	-0.1%	-0.2%	-0.5%	-0.8%	-0.1%	-0.1%
Samsung Galaxy S6	0.2%	-0.2%	-0.6%	-0.8%	-0.6%	-0.1%
Samsung Galaxy S7	0.3%	-0.1%	0.0%	-0.2%	0.7%	0.0%
Samsung Galaxy S7 Edge	0.5%	0.0%	-0.2%	-0.3%	0.3%	0.1%
Samsung J7 Prime	0.4%	0.8%	0.0%	0.1%	0.1%	0.7%
others	-3.1%	-2.7%	1.2%	-2.2%	-1.1%	-2.9%

Source: ScientiaMobile. Note: figures reflect percentage point change (2017Q2%-2017Q1%)

Top Tablets

- The most significant market share for tablets remains with Apple's iPad Airs, with the iPad Air 2 garnered 19% in Oceania and more than 17% in North America. The iPad Air followed with more than 16% in Oceania and almost 14% in North America.
- Samsung tablets have the most market share from their Tab 3 Lite in South America (10.2%),Tab 3V 3G in Africa (9.4%), and Vodafone Smart Tab 3G gained noticeable share in Africa with 9%.

Top Tablets	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPad 2	2.4%	2.9%	3.7%	4.7%	6.2%	4.1%
Apple iPad 3	2.8%	3.5%	3.0%	3.4%	5.7%	4.1%
Apple iPad 4	4.2%	5.4%	6.8%	8.7%	12.8%	7.9%
Apple iPad Air	4.4%	8.0%	11.2%	13.9%	16.1%	8.2%
Apple iPad Air 2	4.0%	9.9%	11.1%	17.3%	19.0%	7.9%
Apple iPad Mini	2.1%	6.0%	3.7%	3.8%	5.5%	5.0%
Apple iPad Mini 4	0.6%	3.3%	1.6%	2.2%	2.7%	1.6%
Apple iPad Mini Retina	1.8%	7.2%	5.3%	7.7%	7.4%	6.0%
Apple iPad Pro	1.0%	3.2%	2.5%	6.3%	4.8%	2.3%
Samsung Galaxy Tab 3 Lite	1.1%	3.1%	2.2%	2.9%	1.0%	10.2%
Samsung Galaxy Tab 3V 3G	9.4%	3.9%	0.2%	0.1%	0.1%	3.3%
Samsung Galaxy Tab 4 10.1	3.2%	0.4%	3.1%	1.3%	1.2%	1.5%
Samsung Galaxy Tab 4 7.0	5.2%	4.4%	1.2%	1.4%	0.1%	2.5%
Samsung Galaxy Tab A	0.1%	1.7%	0.1%	1.7%	3.1%	0.6%
Samsung Galaxy Tab A 9.7	3.3%	0.8%	3.4%	0.9%	1.7%	1.3%
Samsung Galaxy Tab E	3.2%	0.7%	2.2%	1.4%	0.1%	4.2%
Vodacom Power Tab 10	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Vodafone Smart Tab 3G	9.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Vodafone Tab Mini 7	4.9%	0.0%	0.1%	0.0%	0.0%	0.0%
others	**34.0%**	**35.3%**	**38.6%**	**22.3%**	**12.3%**	**29.5%**

Source: ScientiaMobile. Note: figures reflect percentage point (2017Q2)

Tablet Trends

- Apple tablets continue to see significant drops in older versions of the iPad but strong adoption of the iPad Air 2, general increases in the iPad Mini 4 and Retina.
- The Apple iPad Pro continues to sees steady growth in almost every continent.
- South America generally decreased their Apple tablet consumption since last quarter and increased their Samsung tablet consumption.

Top Tablet Trends	Africa	Asia	Europe	N. America	Oceania	S. America
Apple iPad 2	-0.6%	-0.7%	-1.0%	-1.8%	-1.8%	-1.6%
Apple iPad 3	-0.4%	-0.4%	-0.2%	-0.3%	-0.3%	-0.7%
Apple iPad 4	-0.4%	-0.3%	-0.2%	-0.9%	-0.2%	-0.8%
Apple iPad Air	-0.6%	0.1%	0.0%	-0.6%	0.3%	-0.4%
Apple iPad Air 2	-0.3%	0.6%	0.7%	0.4%	1.8%	-0.3%
Apple iPad Mini	-0.5%	-1.4%	-1.2%	-1.7%	-1.9%	-1.5%
Apple iPad Mini 4	0.0%	0.4%	0.2%	0.2%	0.4%	0.2%
Apple iPad Mini Retina	-0.1%	0.2%	0.3%	0.0%	0.5%	-0.1%
Apple iPad Pro	0.1%	0.6%	0.4%	1.1%	1.2%	0.4%
Samsung Galaxy Tab 3 Lite	0.2%	-0.9%	0.3%	1.8%	0.3%	2.1%
Samsung Galaxy Tab 3V 3G	1.6%	-0.5%	0.1%	0.0%	0.1%	1.2%
Samsung Galaxy Tab 4 10.1	-0.3%	-0.1%	-0.2%	0.1%	0.0%	0.1%
Samsung Galaxy Tab 4 7.0	1.3%	1.6%	0.2%	0.4%	0.0%	-0.4%
Samsung Galaxy Tab A	0.0%	0.3%	0.1%	0.3%	0.0%	0.1%
Samsung Galaxy Tab A 9.7	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	0.1%
Samsung Galaxy Tab E	0.5%	-0.1%	0.0%	0.4%	0.0%	1.1%
Vodacom Power Tab 10	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Vodafone Smart Tab 3G	-2.0%	-0.1%	0.0%	0.0%	0.0%	0.0%
Vodafone Tab Mini 7	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
others	**-0.3%**	**0.7%**	**0.6%**	**0.7%**	**-0.3%**	**0.5%**

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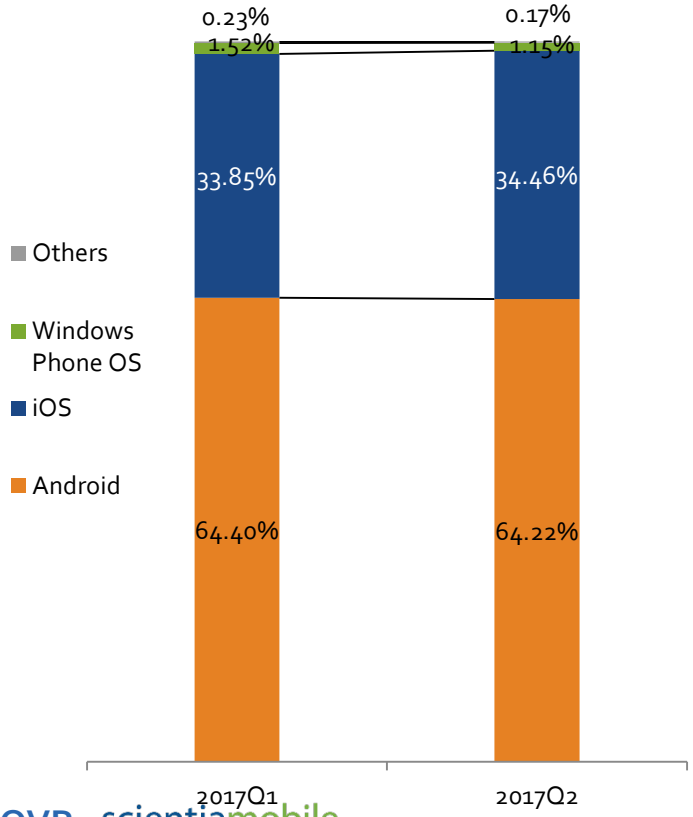
Source: ScientiaMobile. Note: figures reflect percentage point change (2017Q2%-2017Q1%)

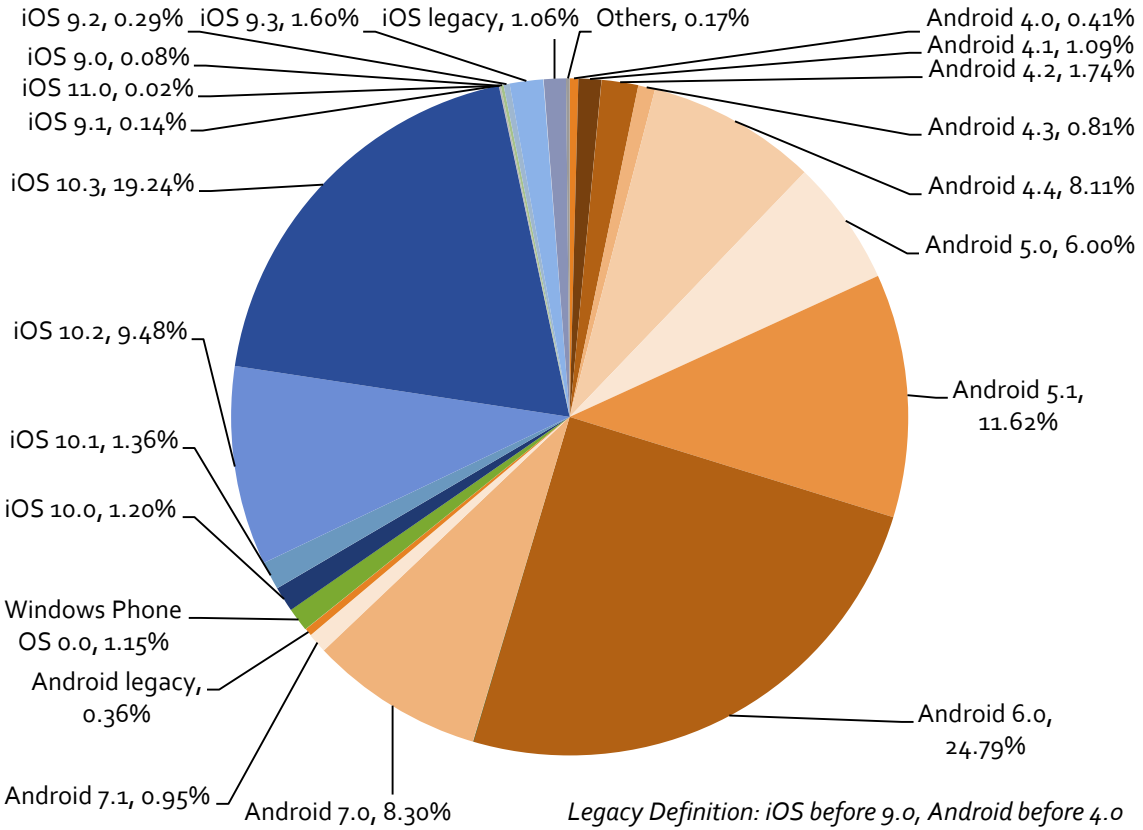
Global Smartphone OS Versions

- Among Android, versions 5.1 and 6.0 continue to surpass Android 4.4. This quarter, Android 7.0 also surpassed 4.4. By the end of Q2, Android 6.0 remains the most popular.
- Apple is the second largest OS but with a large drop in iOS 10.2 usage (24% in Q1 to 9.48% in Q2). iOS 10.3 is now the most popular version during Q2 with 19.24%, while iOS 10.2 is the 2nd most popular.

Smartphone OS Family



Smartphone OS Share – Global 2017 Q2



Legacy Definition: iOS before 9.0, Android before 4.0

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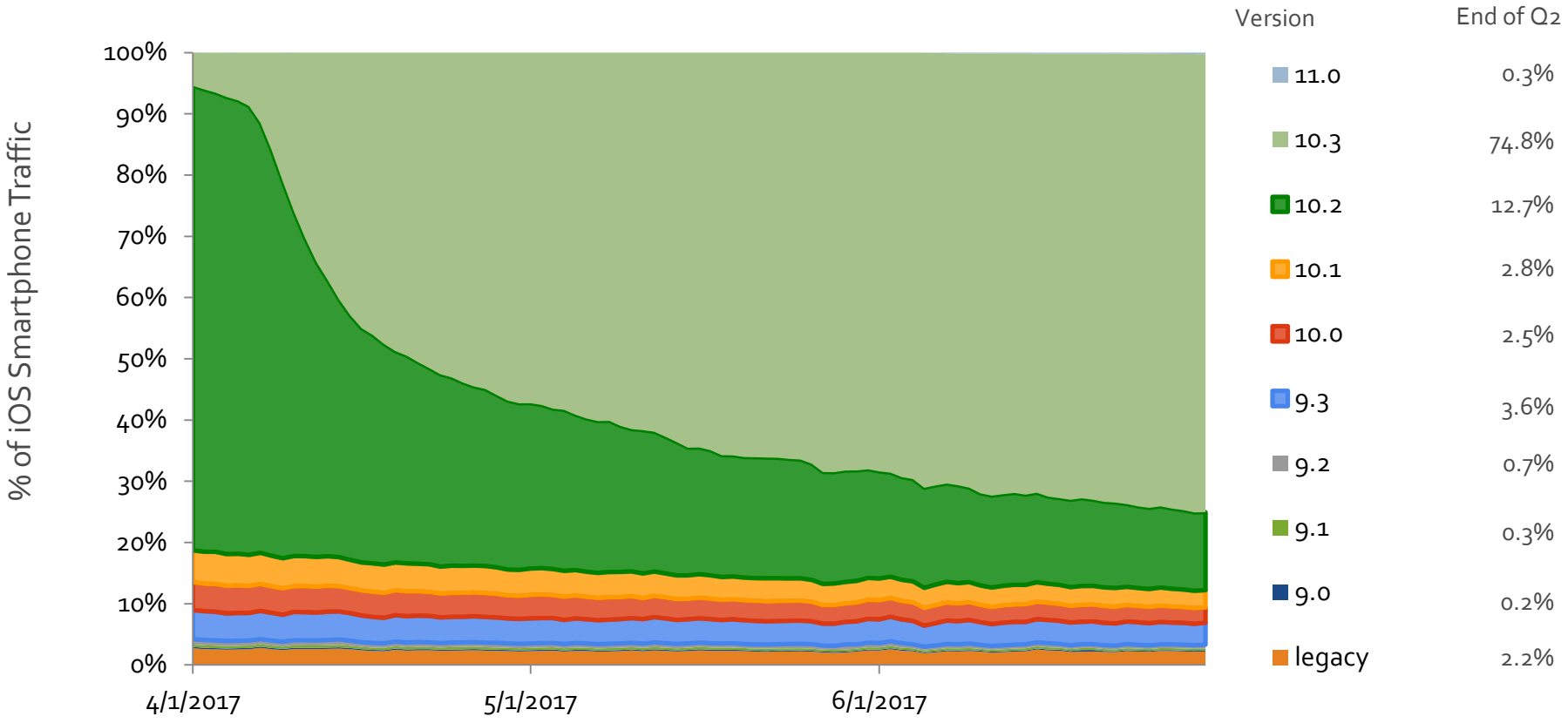
iOS Smartphone Operating System Trends

- iOS 10.3 quickly became the most popular release, ending June with 74.8%.
- Over 93% of users are on 10.x or above, indicating the success of Apple iOS upgrade process.
- All of the 9.x releases total only 4.%

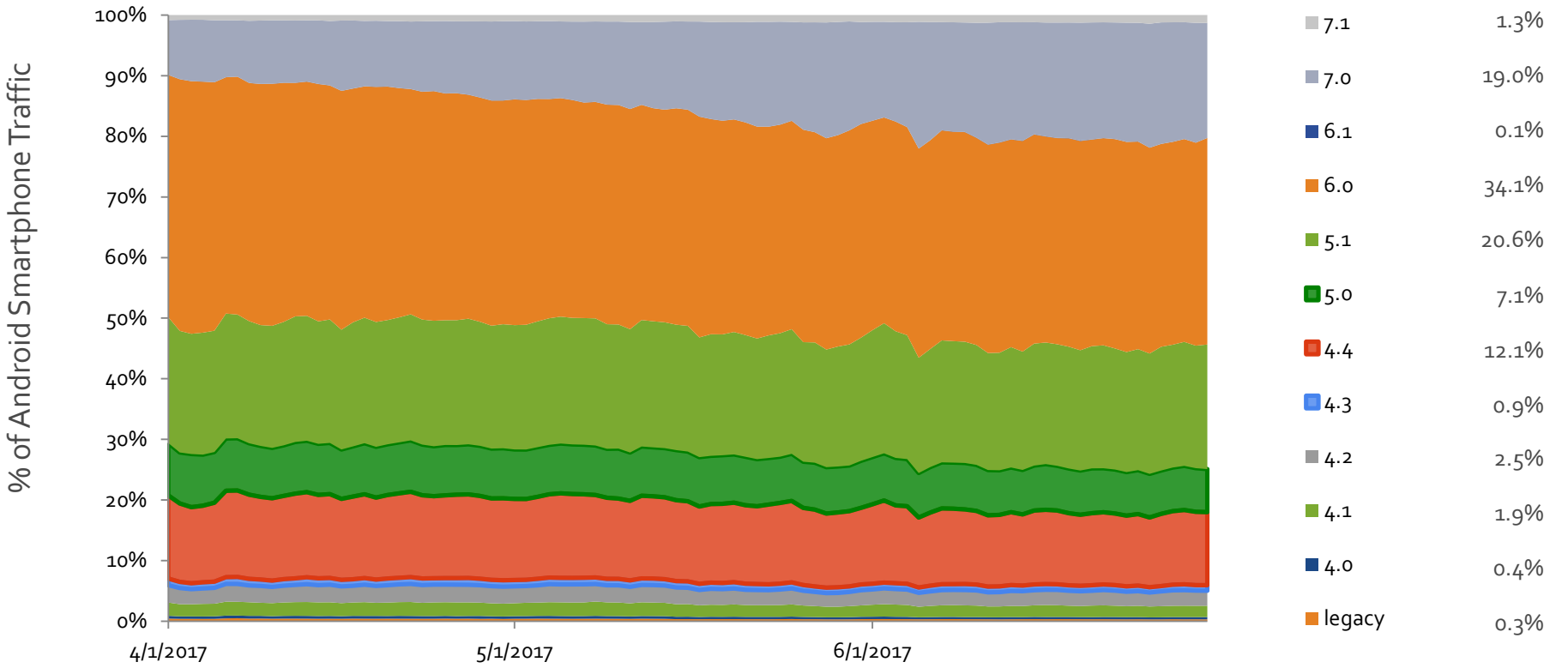
- The iOS 11 release we see here is the public beta version. The public release is likely to come later in 2017



Legacy Definition: iOS before 9.0, Android before 4.0

Android Smartphone Operating System Trends

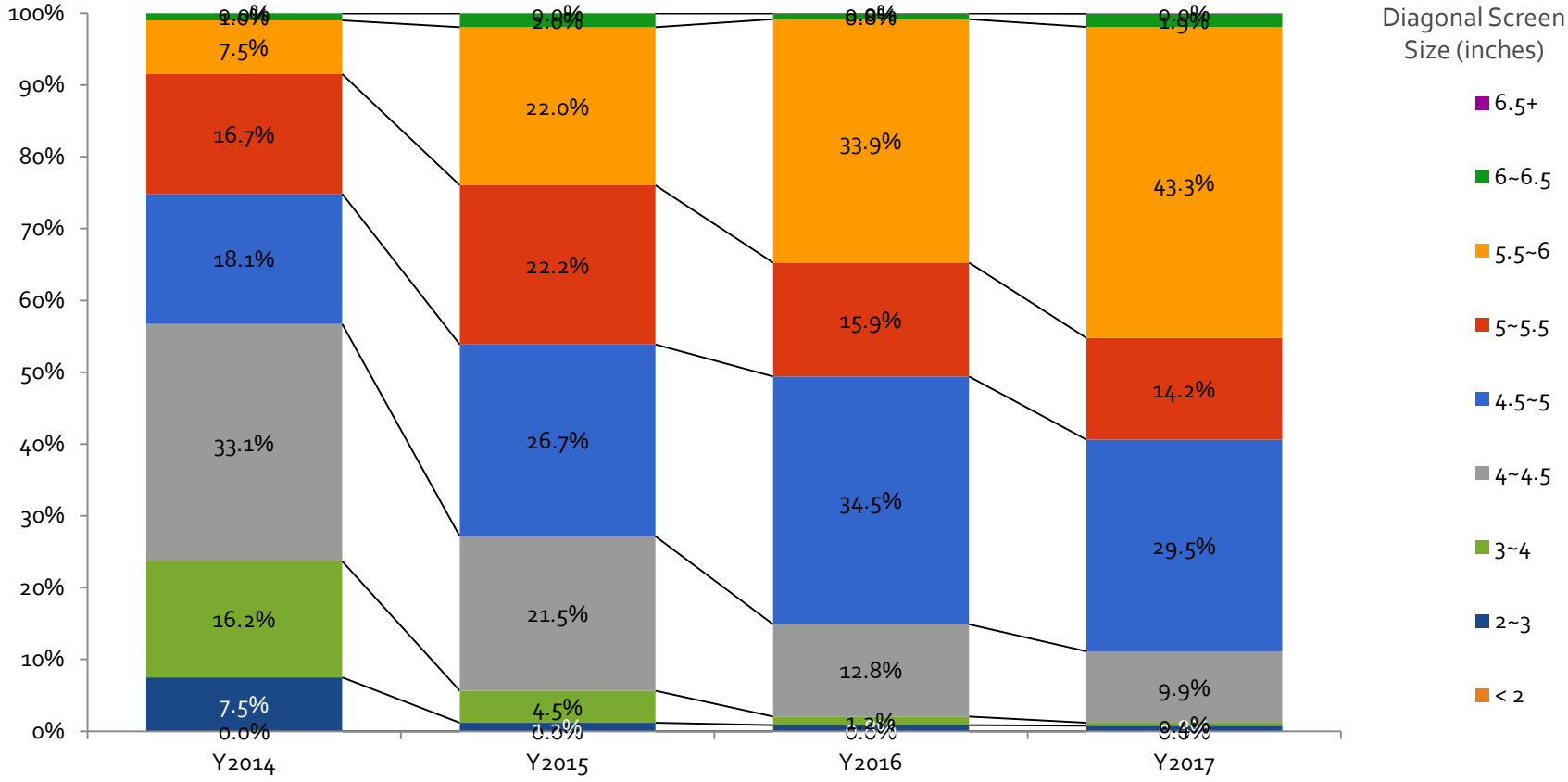
- Android 6.0 is the most popular version at the end of 2017 Q2, with 34.1%.
- Android newest major releases 7.x accounts for 20.3%.
- Releases 5.x and prior account for 45% of all traffic.
- Android has always struggled to upgrade users, and this at the particular time in 2017 Q2, the fragmentation of versions is particularly severe.



Legacy Definition: iOS before 9.0, Android before 4.0

Screen Size Trends - Smartphones

- The 5.5 to 6" diagonal screen size is the most popular segment, with 43.3%.
- The growth in the 5.5 to 6" market is dramatic, from only 7.5% in 2014 to 43.3% today. This is a 19% CAGR.
- Over 59% of smartphone traffic comes from phone larger than 5"
- The steepest decline comes in the 4 to 4.5" segment, dropping from 33.1% to only 9.9%



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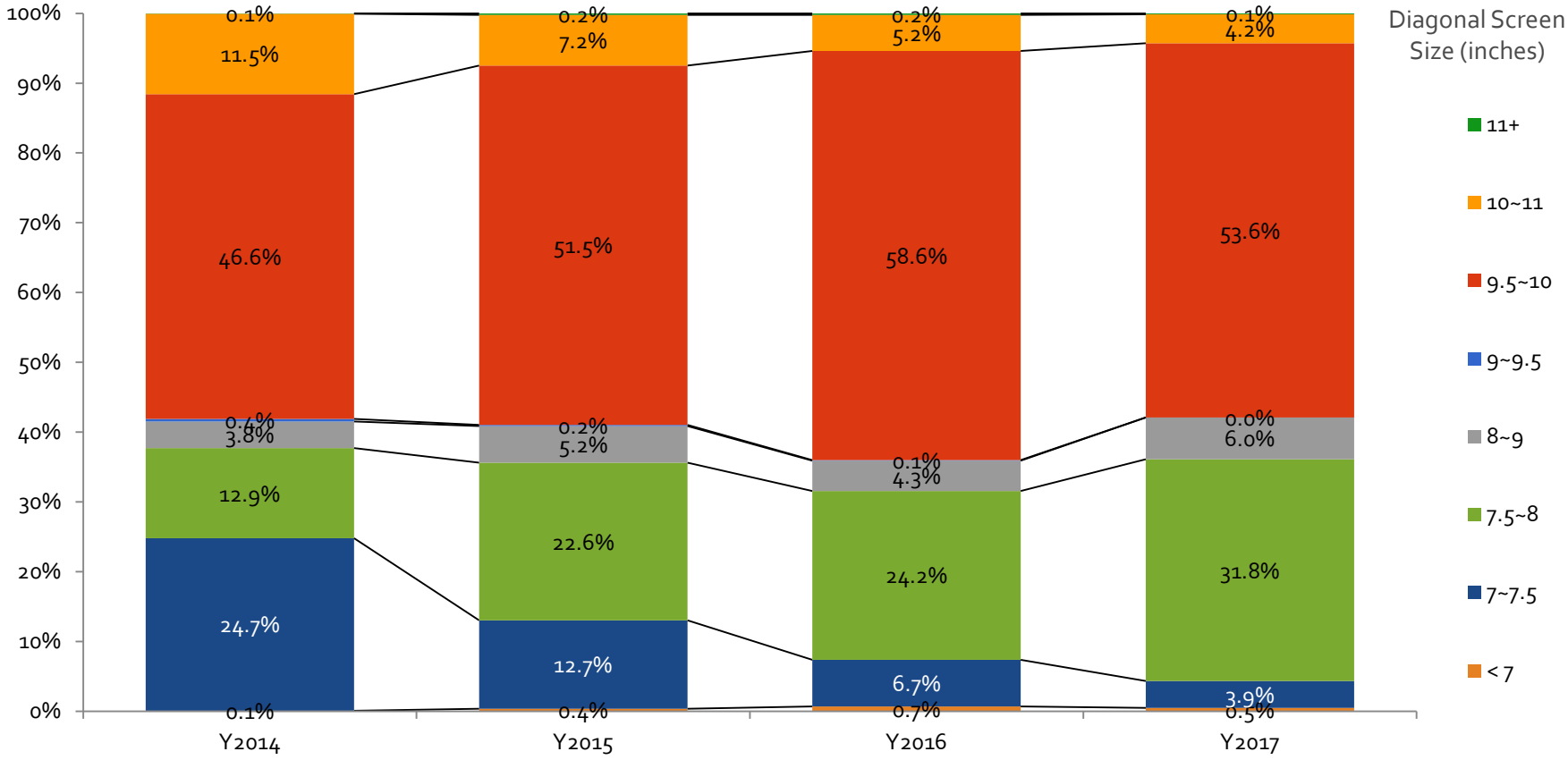
Screen Size Trends - Tablets

- Two clear screen sizes segments emerge in the Tablet group: 1) full-size, larger tablets, and 2) smaller "mini" tablets.
- The most popular full-sized segment, 9.5 to 10", has grown from 46.6% to 53.6%.
- The smaller "mini" segment has shift away from the 7 to 7.5" size and is predominated by the 7.5 to 8" size.
- 7.5 to 8" size holds 31.8% of the traffic in 2017.



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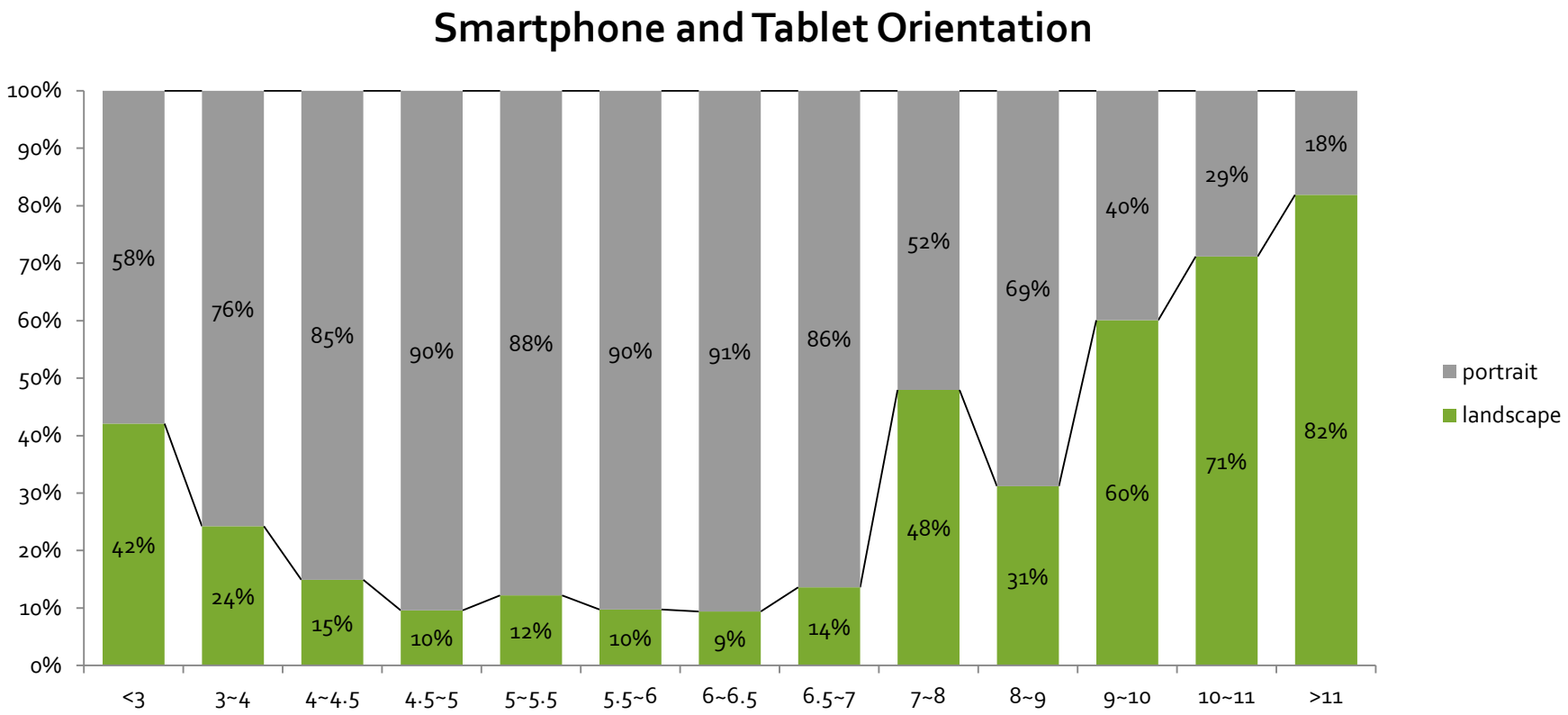
Smartphone and Tablet Screen Orientation

- Most smartphones are used in portrait orientation, with the most popular size (5.5 to 6") showing 90% portrait usage.
- Screen sizes above 7 inches begin to use landscape orientation more frequently (except for <3"), and around 9" they begin to use landscape more than 50% of the time.
- The largest tablets, greater than 11", are in landscape mode 82% of the time. After 8", landscape usage increases by 29% (8-9"), then by 11% for 10-11" and >11".



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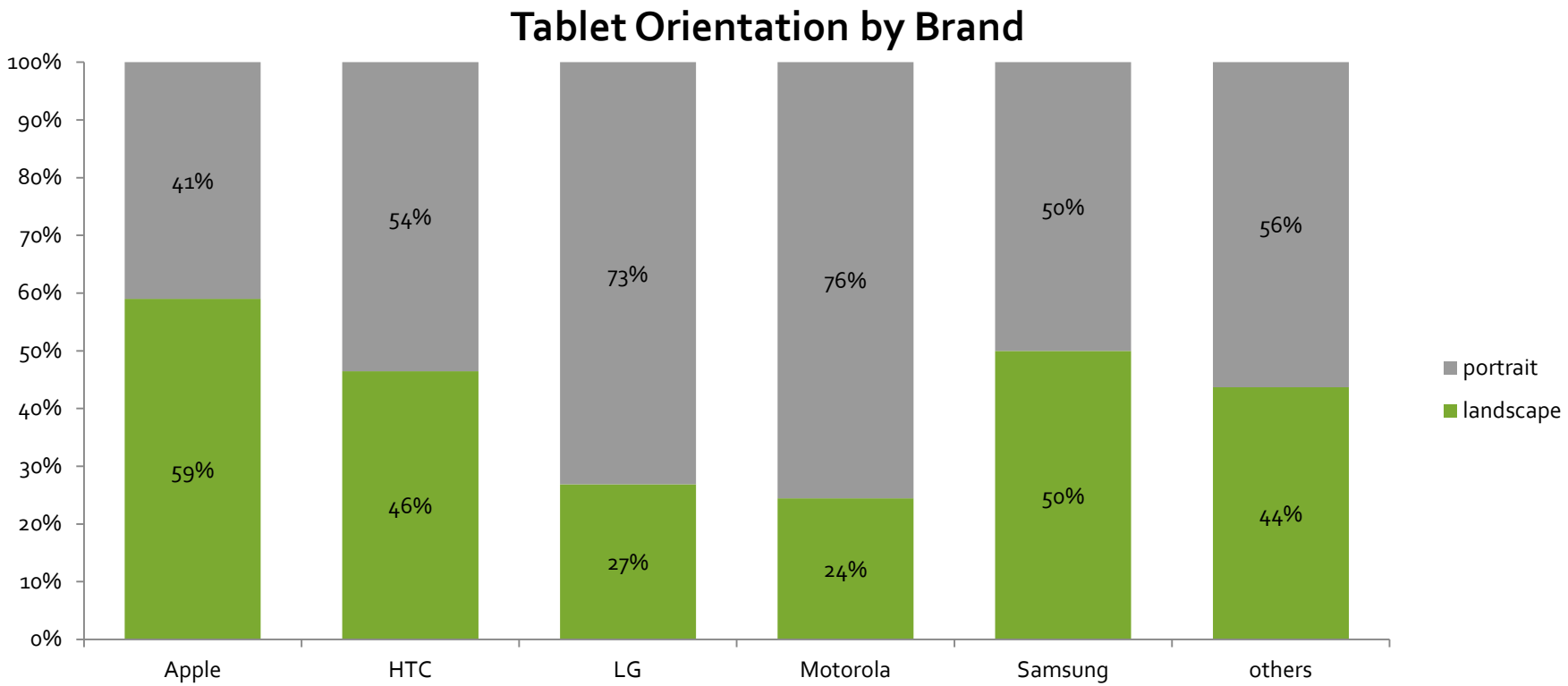
Tablet Screen Orientation by Manufacturer

- More tablet manufacturers use the portrait orientation when producing tablets overall, except for Apple and Samsung.
- Apple is the only brand with more landscape orientation, possibly attributed to their higher amount of tablets.
- Motorola and LG have the highest percentage of users that employ the portrait orientation (73% and 76% respectively).
- Samsung is the only tablet manufacturer with a perfect 50/50 split of usage in both orientations



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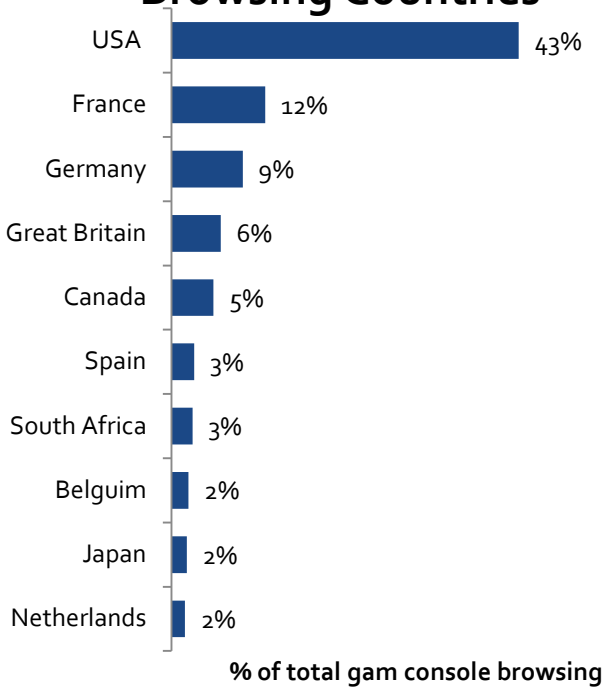
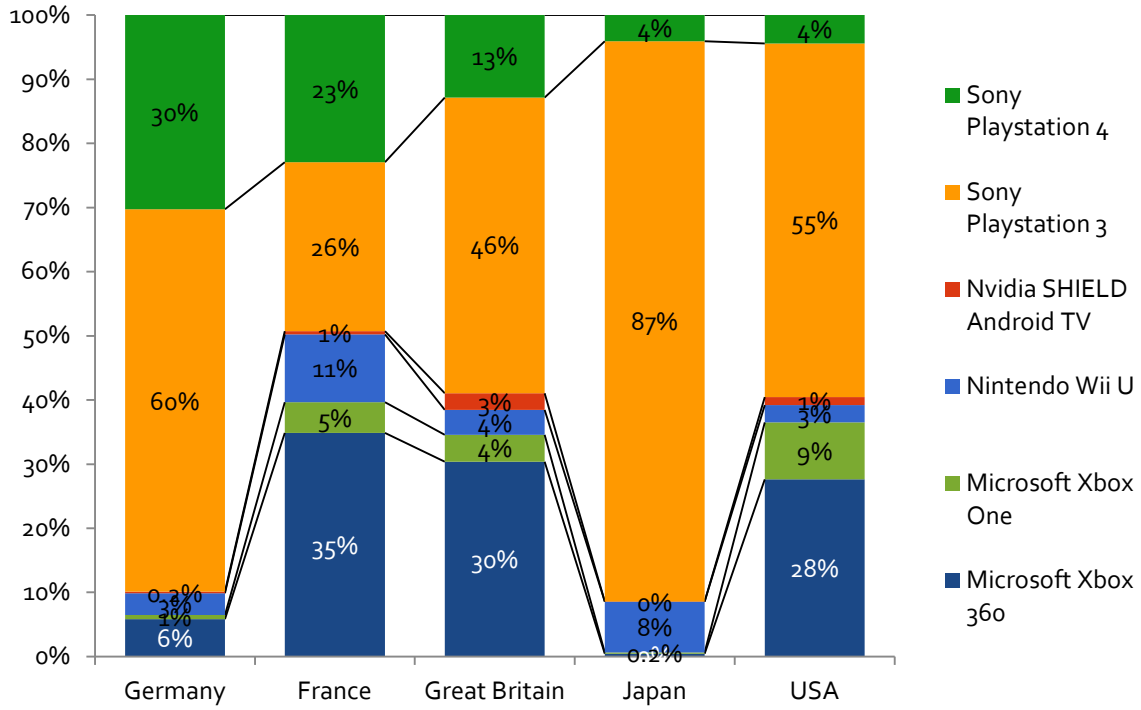
Game Console Browsing Usage By Country

- Overall, browsing via game consoles is very low – only 0.016% of total traffic.
- 85% of all game console browsing come from the top 10 countries.
- USA is the leader – consisting of 43% of game console traffic.
- Sony Playstation 3 is the most popular console for browsing, particularly in Germany and Japan.
- The Xbox 360 has significant share in France, Great Britain, and USA.

Top 10 Game Console Browsing Countries



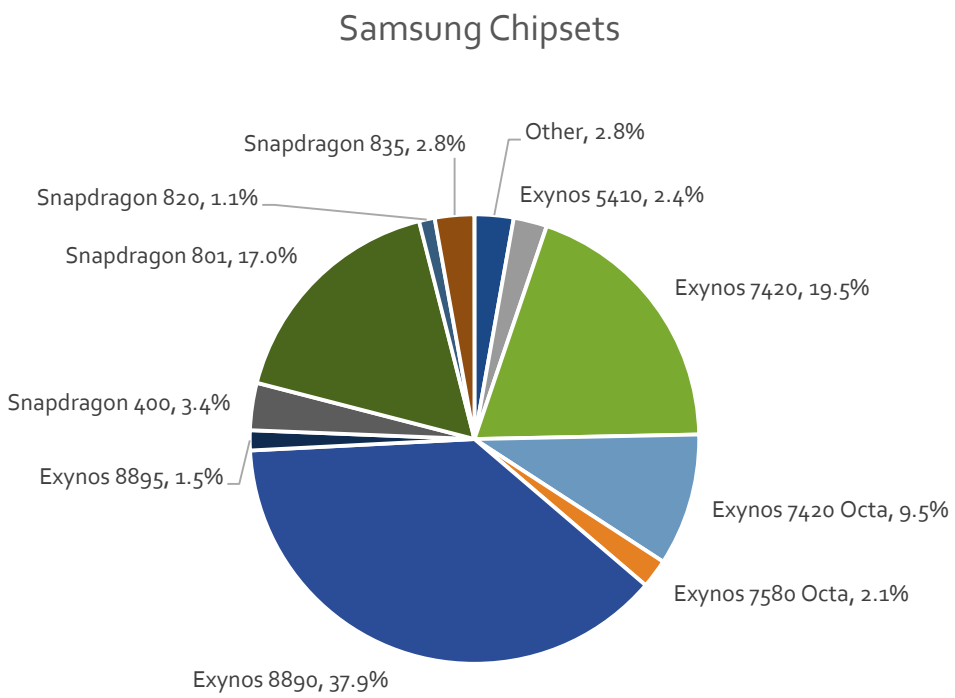
Game Console Browsing Share by Country



Samsung Smartphone Chipsets

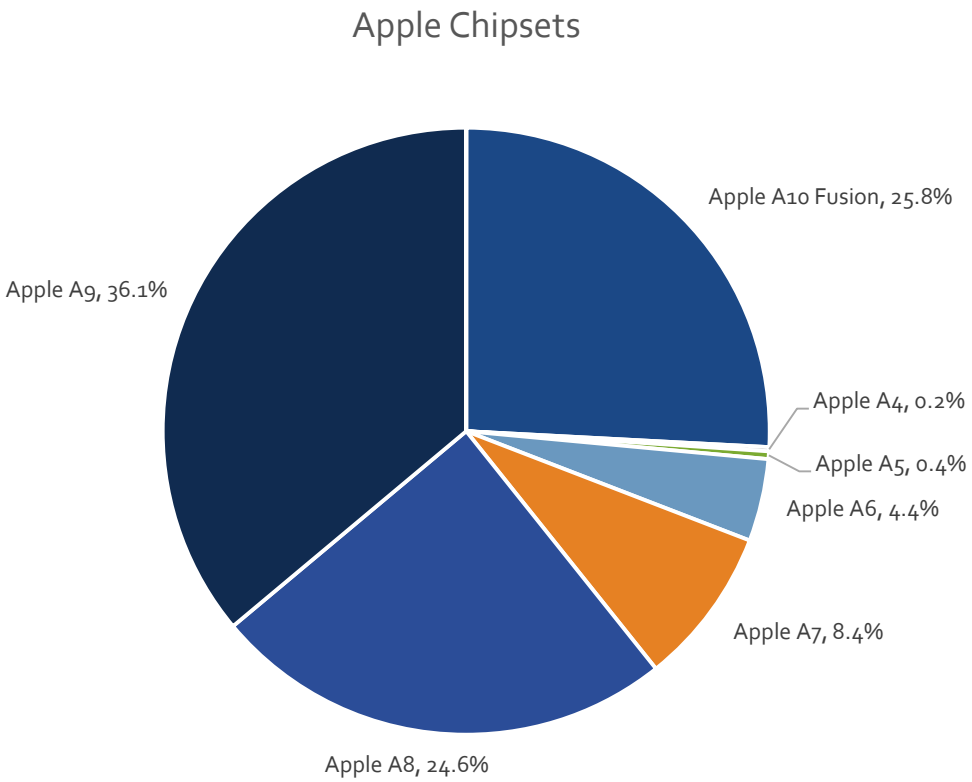
- Samsung uses both its own Exynos chipset as well as Qualcomm's Snapdragon.
- Various versions of the Exynos chipsets account for 73%, whereas Snapdragon accounts for 24%.
- The most popular chipset, the Exynos 8890, is used in the Galaxy S7 and S7 Edge.

- Despite Samsung's effort to reduce its reliance on Qualcomm and its patents, the Snapdragon continues to appear in various Samsung models.
- The Snapdragon 835 is the chipset in Samsung's latest flagship phone, the Galaxy S8.
- The Snapdragon 801 is the most popular Qualcomm chip, appear in various versions of the older Galaxy S5.



Apple Smartphone Chipsets

- Apple's most popular chipset, the A9, has 36.1% and appears in the iPhone 6S, 6S Plus, and SE.
- The A10 Fusion, with 25.8%, appears in the iPhone 7 and 7Plus.
- Apple has usually relied on its own chipsets. Apple A4 was the first time Apple designed their own chipset, previously Apple rebranded Samsung chipsets.



Recent Flagship Samsung Launches – Implications for Galaxy S8

- Since April 2017, the Samsung Galaxy S7 continues to be the most used Samsung device as for July 7, 2017.
- S7 popularity peaked April 2017 at 3.3% (2.2% lower than that of the S5).
- Samsung Galaxy S8 and S8+ are gaining usage, however the increase of 0.68% by S8, plus the 0.53% by S8+, do not compensate for the 2.7% decline in the S5, S6, and S7 models.
- Net decline in Samsung Galaxy models is 1.5% and the decrease in U.S. market share by Samsung smartphones is 1.48%.

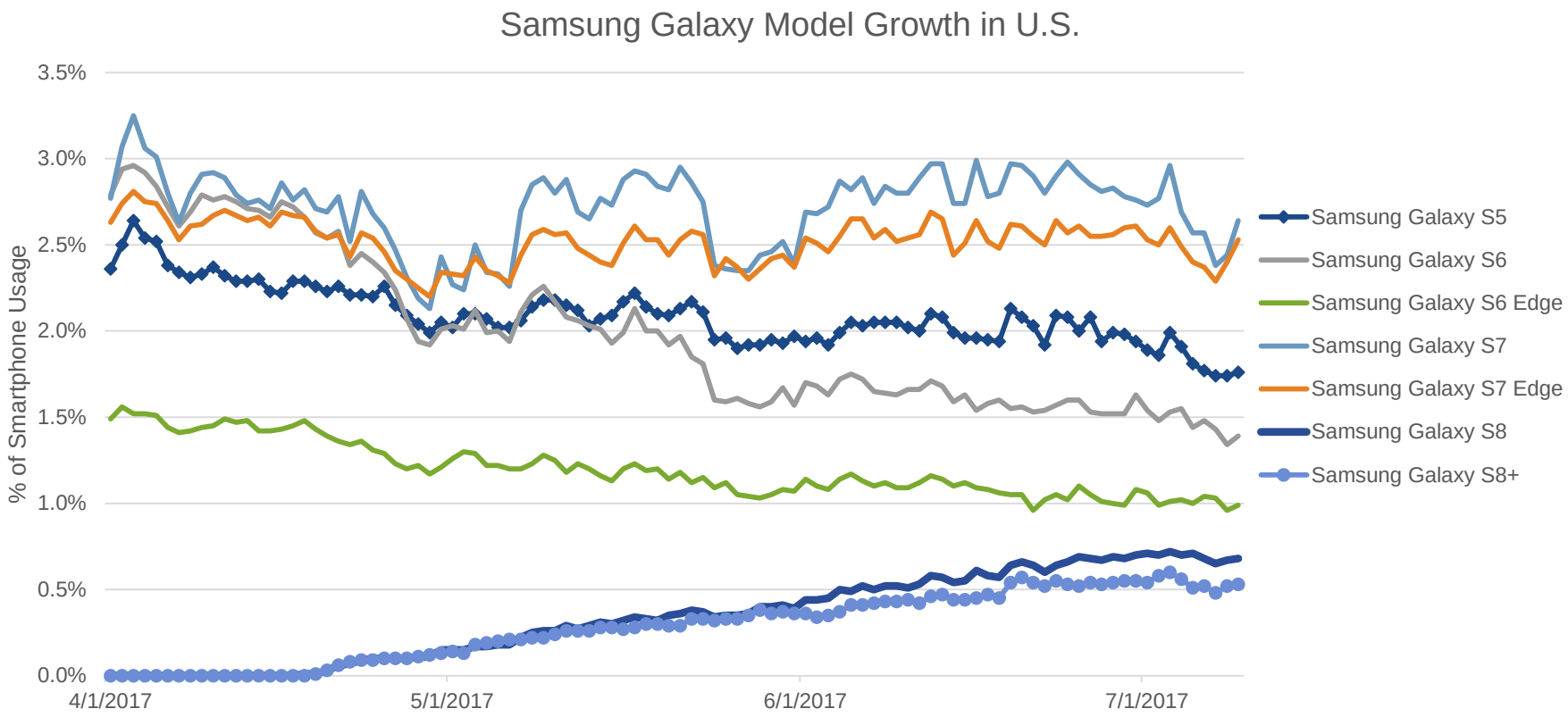


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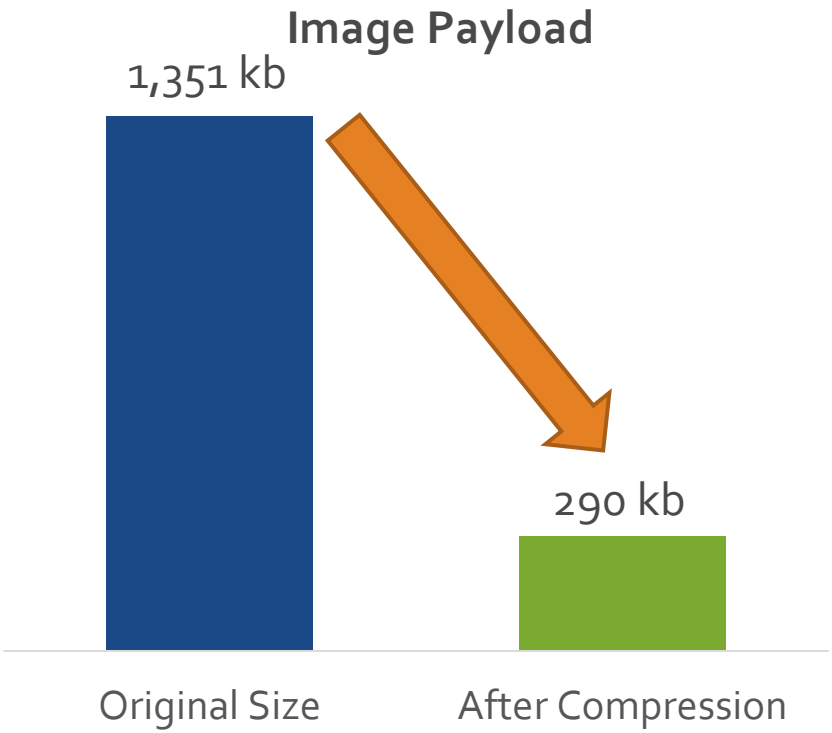
Image Compression and Acceleration Potential for E-Commerce Sites

- Users of e-commerce sites frequently abandon if the page they request fails to load quickly. Oversized images cause slow loading time.
- We evaluated 314 e-commerce sites. On average, the image payload was 1.3 Mb.
- Using ImageEngine, a device-aware resizing CDN, we determined how much savings is possible without perceptibly degrading image quality.
- On average, the compressed payload was only 290 kb, or 78%.
- This indicates that many websites have huge untapped potential to improve their user experience by using image acceleration solutions.

- **Average original image payload = 1,351kb**
- **Average count of images on a page = 20**
- **314 e-commerce sites evaluated**



- **Average payload by mobile-device-aware resizing CDN service = 290 kb**
- **78% reduction in payload and loading time**

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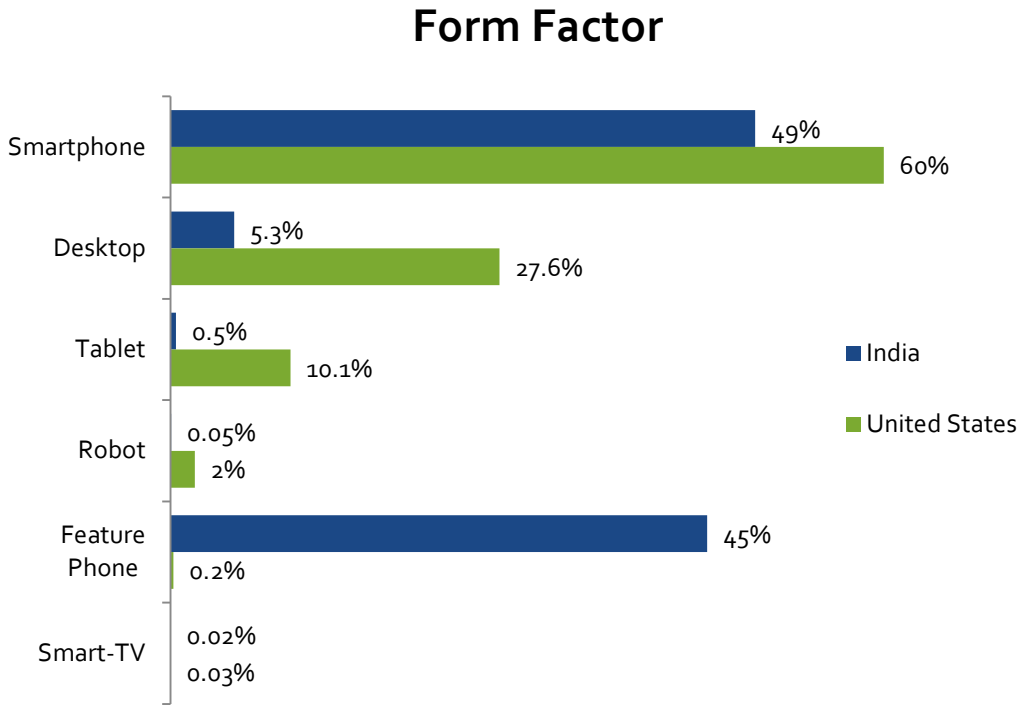
Spotlight: India vs. USA

Form Factor

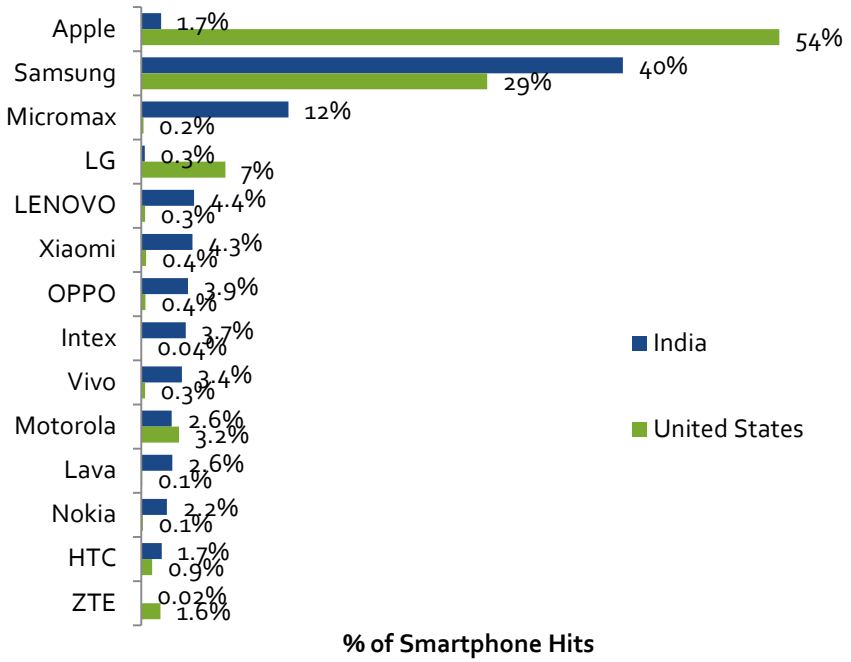
- In 2015, India had 8.8% more feature phone usages than the U.S. In 2017, India has a 44.8% more usage of feature phones than the U.S. a more than 500% increase.
- In 2015, India led the U.S. in smartphone usage by 6% (83% to 77%). In 2017, the U.S. is in the lead by 11% (60% to 49%), but both countries have significantly less smartphone usage than in 2015.
- In 2015, the U.S. had higher tablet usage than India by 15% (22% vs. 7%) and it seems that lead continues with a 9.6% difference. However, this is also a form factor where the U.S. and India decreased their usage over the last two years.
- Desktop usage has seen an increase in both the U.S. and India from 2015, taking away some usage from the smartphone and tablets. However, the majority of Americans moved to desktop, while the majority of Indians moved to feature phone usage.



Top Manufacturer

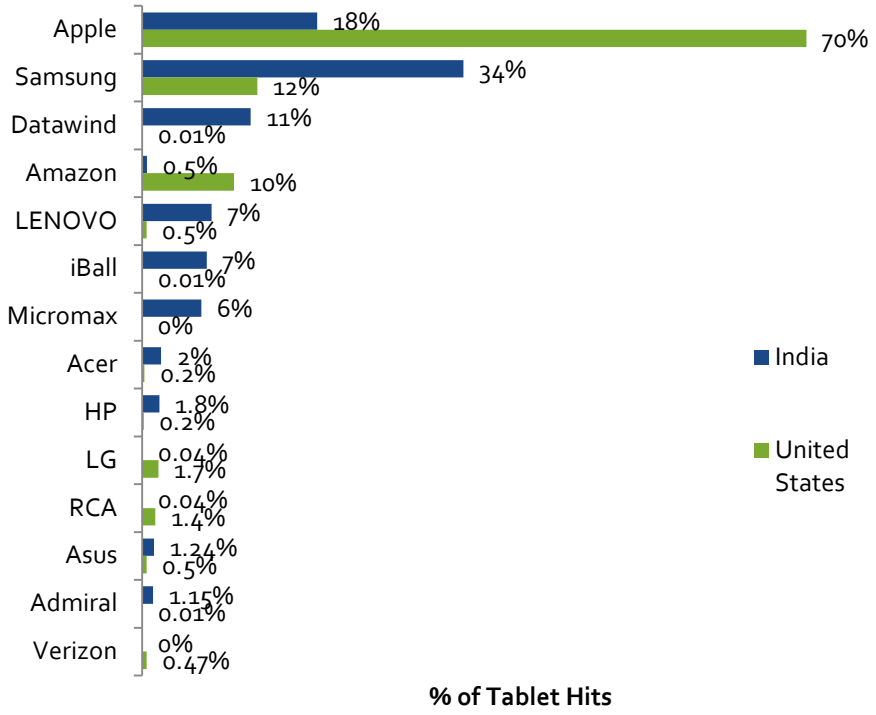
- Apple iPhone share in India has declined by 8.3% since 2015 Q2 whereas the United States has remained constant at 54%.
- Samsung is the most popular smartphone manufacturer in India, 11% more than in the United States. The manufacturer's share in India has increased by 6% in two years.
- Compared to the United States, Indian and Chinese manufacturers have a more significant presence. These include Micromax (12%), Xiaomi (4.3%), and OPPO (3.9%).

Top Smartphone Maufacturers



- Unlike the United States, Samsung dominates the Indian tablet market at 34%. However, in 2015, Apple dominated with 48% share, a 30% decrease.
- Datawind is in third place in India, with 11% share of the tablet market, whereas two years ago LENOVO was in distance third place with only 4% share.

Top Tablet Manufacturers



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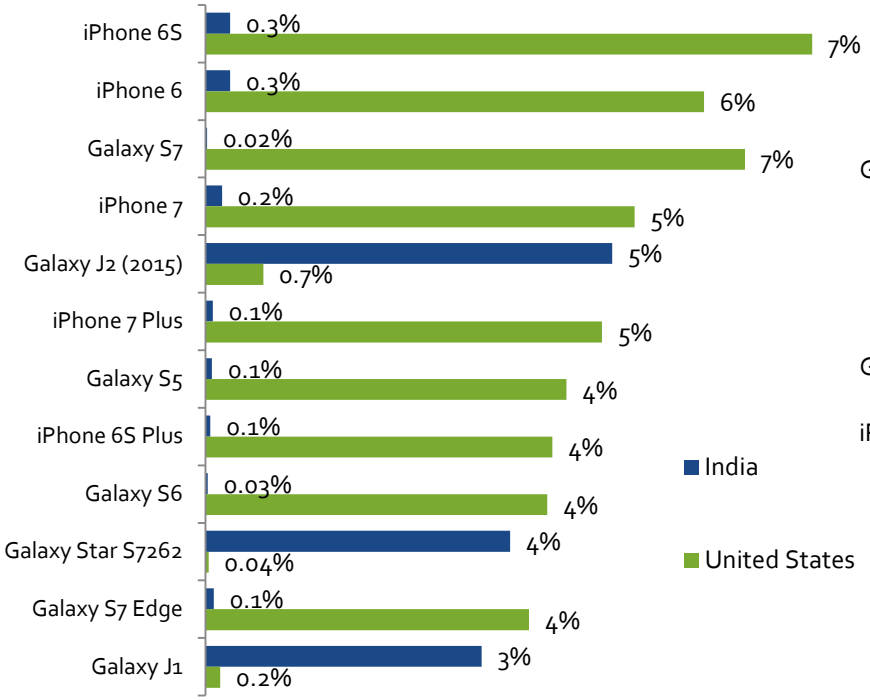
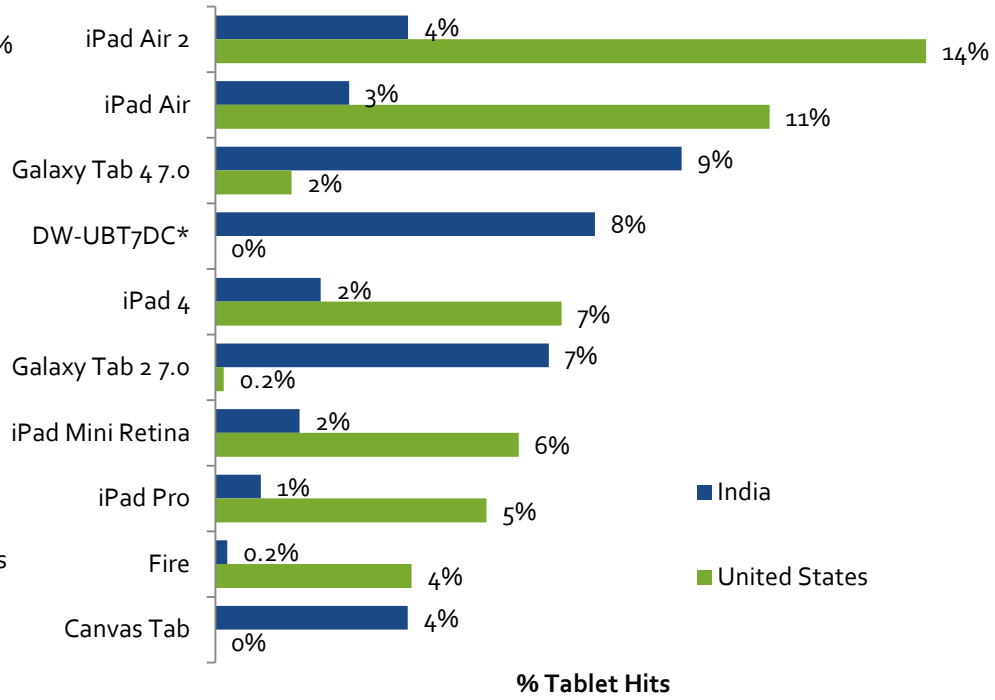
Top Devices

- Samsung Galaxy smartphones are more popular in India and the United States with the Galaxy J2 (2015) in 1st place (5%), the Galaxy Star S7262 in 2nd place (4%), and the Galaxy J1 in 3rd place with 3%.
- In 2015 Q2, the Moto G was the most popular smartphone in India at 4%. It is no longer in the top ten.
- In 2015, iPads made up most of the India tablet market with the iPad 2 in 1st place (11%), and the iPad Mini in 2nd place (10%). Now non-Apple tablets dominate the market.
- Consistent with 2015 Q2, the Galaxy Tab is still at 9%, although with newer models (Galaxy Tab 2 7.0 in 2015 and Galaxy Tab 4 7.0 in 2017).

Top Smartphones



Top Tablets



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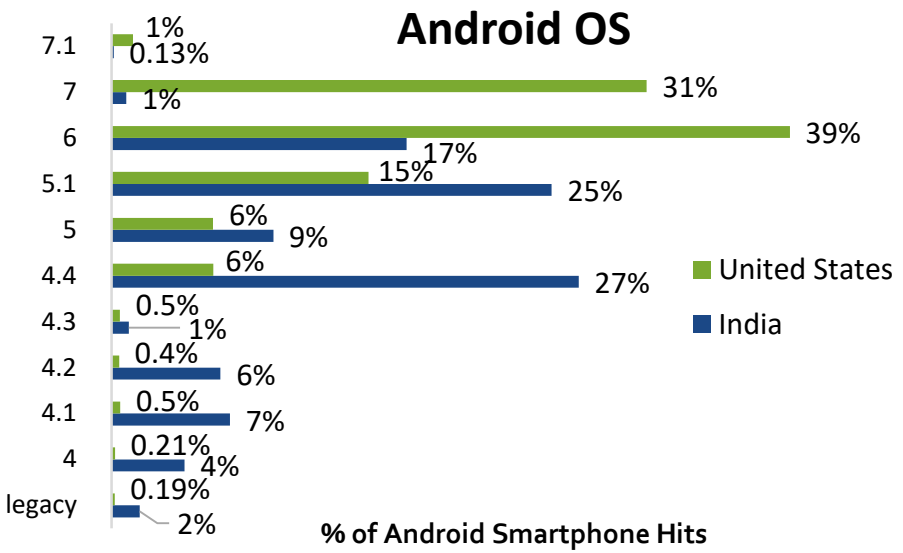
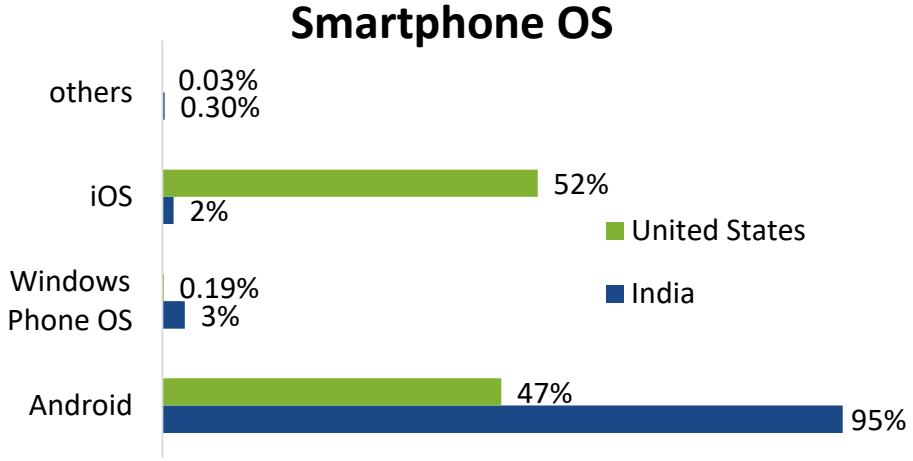
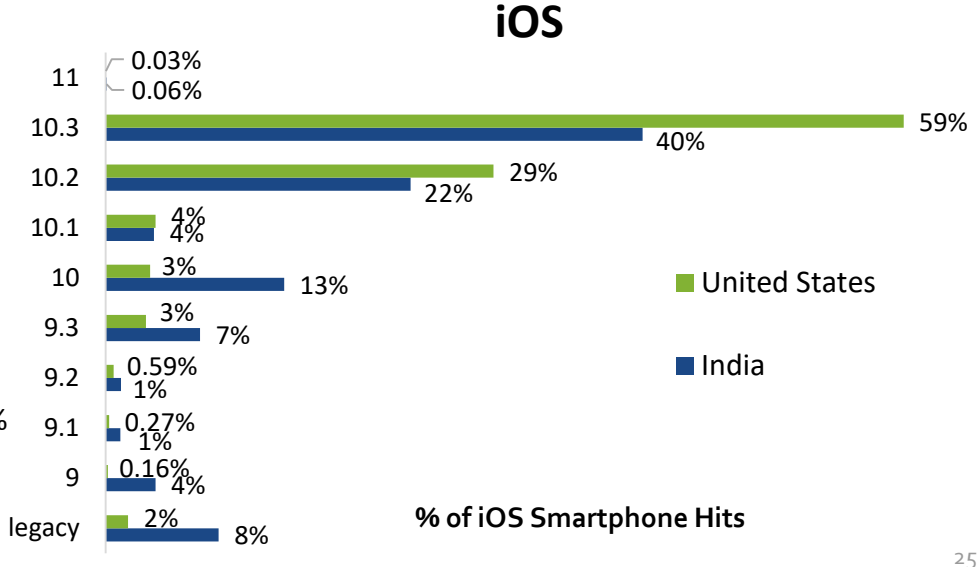
OS Smartphones

- Android has a 95% share in India, which is considerably higher than the United States (47%) by 48%. Android's smartphone OS market share has increased by 6% since 2015 Q2 in India.
- Conversely, iOS holds only 2% in India, which is significantly lower than the United States (52%). This is a 7% drop in iOS market share since 2015 Q2.
- India's most popular Android OS is version4.4, at 27%, which is 2% more popular than the close second, version 5.1 at 25% share. Conversely, the U.S. has a 7% difference in share between the top two Android OS (version 6 and 7).
- iOS's more recent versions are significantly more popular in India compared to Android where there is a lag.







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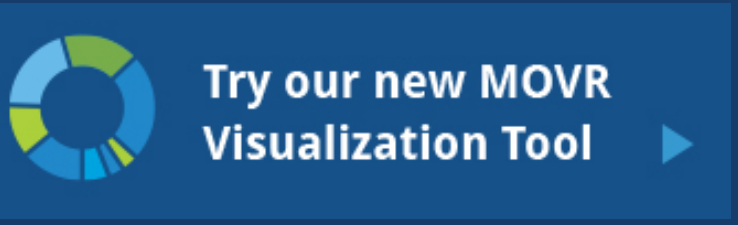
How to:
Make WURFL.js work for you



Add iPhone Models To Google Analytics with WURFL.js Business Edition

With Business Edition, You Get:

- Accurate identification of iPhone and iPad models
- Integrate with Google Analytics
- Over 20 of WURFL's most popular capabilities
- Easy-to-use JavaScript snippet works with ScientiaMobile's cloud-based DDR
- SLA and high reliability
- Helpdesk support

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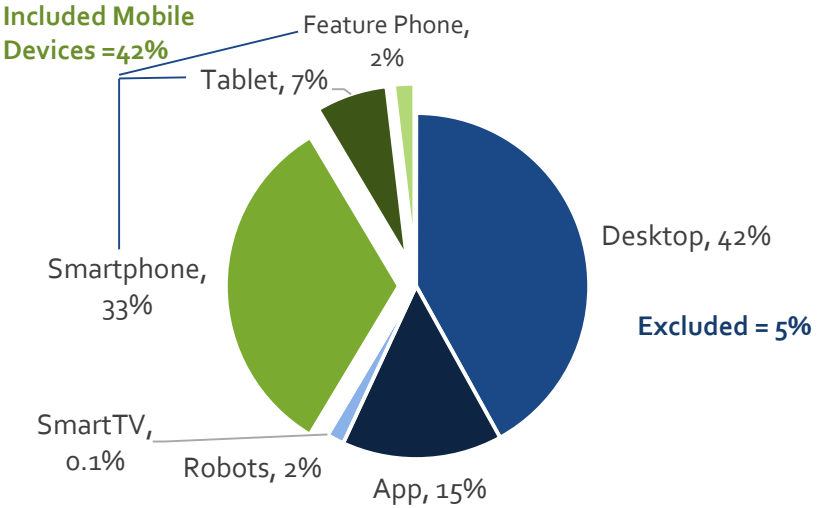
About this Report & Resources

Try our new MOVR Visualization Tool

Report Specifications

- **Purpose of Report**
  - ScientiaMobile publishes MOVR to provide the mobile Web community with timely information on mobile Web device usage.
  - Our goal is to stimulate interest in mobile device trends, device capabilities, and tools for analyzing and managing device fragmentation.
- **Sources of Data and Filtering**
  - The information in this report is based on a representative sample of a larger data set. The sample size is over 55.2 billion requests from April 2014 to end of June 2017.
  - MOVR focuses on mobile devices, consisting of smartphones, tablets, and feature phones.
  - While the data set includes desktops, laptops, smart TVs, game consoles, apps, and robots, we have excluded them, unless otherwise noted.
  - We have used an Equivalent Weighted Sites (EWS) methodology that indexes the traffic at each site and assigns an equal weight to each site.
  - Samples sizes for Africa and Oceania are small enough that we have a low level of confidence that these figures are representative. However, the source data from these continents continues to grow. Over time, we will improve the quality of these figures. In the meantime, we feel that more information is better than less for people looking for insights in these continents.
  - To download the data files supporting MOVR, or subscribe to future publications of MOVR, please visit us at www.scientiamobile.com/movr



Definitions

- ***What is a "hit"?*** Each time a user visits a Web page and a user agent (UA) is generated and tested by WURFL (through a number of mechanisms), a "hit" is recorded in the ScientiaMobile dataset. All data reported in MOVR reflects hits, not the count of physical devices generating the hit.
- ***What is a smartphone?*** A smartphone must meet several criteria: it must be a wireless device, have a touch screen with horizontal resolution greater than or equal to 320px, and not be considered a tablet.
- ***What is a tablet?*** Criteria for a tablet include: a wireless device, larger than 6 inch screen, and running a mobile or tablet OS. One exception is that a full version of Windows running on a tablet is considered to be a laptop.

Definitions (continued)

- ***What is a feature phone?*** It is a wireless device that falls into one of the three categories: classic feature phones, modern feature phones, and old smartphones.
  - **Classic feature phone:** Typically a bar, slide, or clamshell form factor with limited possibilities to install apps and a proprietary OS. Other criteria include a physical keyboard and a low price range. Examples are Nokia Series 30 and 40 or Motorola Razr devices.
  - **Modern feature phone:** These phones also have a low price range. They are "smartphone-like", but targeted at the classic feature phone market. They may have a smartphone OS. They borrow features from classic feature phones, such as size or screen size. Examples are Nokia Asha series or Samsung Galaxy Pocket.
  - **Old smartphones:** These smartphones are older. Classic Blackberry devices and Symbian-based devices fall into this category. More recent devices with a touch screen, but with older hardware or older versions of Android, iOS or Windows Phone also fall into this category.
- ***What is MNO Traffic?*** Traffic originating from Mobile Network Operators (MNO). It is defined, in our research method, as the connection type provided by the browser navigator.connection API.

About WURFL

- ScientiaMobile uses its WURFL products to collect and analyze the device intelligence contained in the MOVR report. WURFL is a Device Description Repository (DDR) that integrates an API and XML to provide an always-updated source for detecting devices and their capabilities. For more than 10 years, WURFL has been the industry standard for device detection. Today, ScientiaMobile offers a number of WURFL products to match a range of needs, from small developers to large enterprises.
- WURFL OnSite and WURFL InFuze provide businesses with high performance server-side device detection solutions.
- WURFL.js and WURFL.js Business Edition provide front-end developers with access to device detection through JavaScript snippets.
- WURFL InSight provides business intelligence analysts with a table-based device detection tool that will integrate easily with data analysis tools.
- ImageEngine combines mobile device detection with image resizing, image file optimization, and Content Delivery Network (CDN)-type delivery. It provides significantly faster downloads, especially on mobile devices.

Visit the MOVR Visualization Tool

- We have **shortened** this quarterly report because you can now get **up-to-date reports** directly from our MOVR Visualization Tool at http://www.scientiamobile.com/page/movr-visualization
- Sign up for an account for full access to MOVR Visualization Tool.
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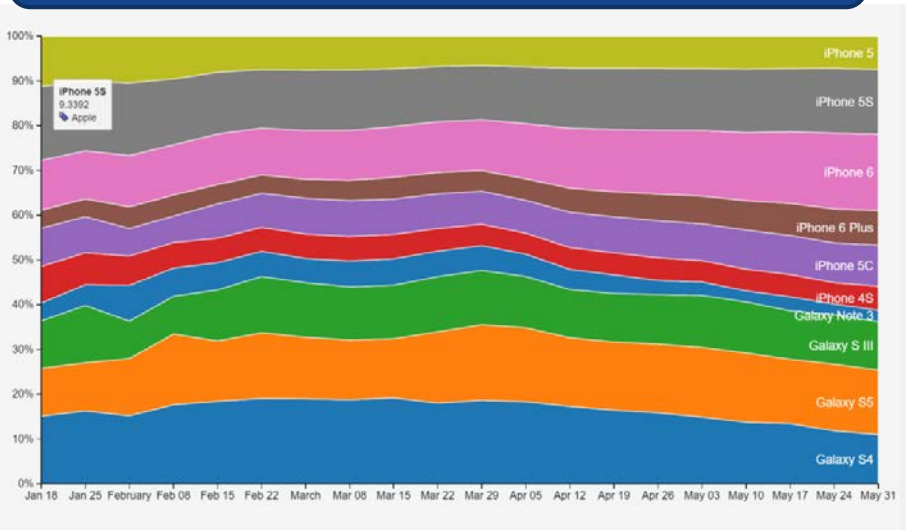

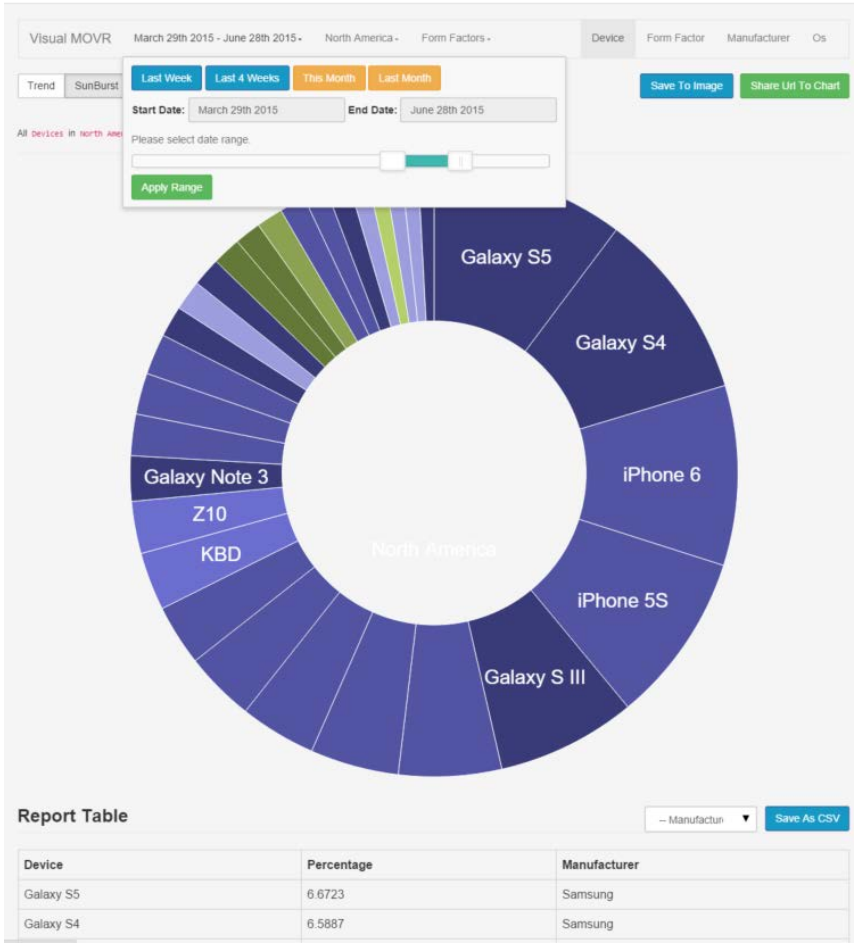

About ScientiaMobile

- ScientiaMobile provides the industry's most accurate and flexible device detection solution, helping customers deliver great web experiences and manage the increasingly fragmented mobile device ecosystem. ScientiaMobile sells WURFL, a constantly-updated repository that catalogues thousands of devices and their capabilities and provides access to them via range of API languages. The WURFL framework enables many organizations, including Fortune 500 companies, to effectively design and analyze web experiences for an ever-growing range of smartphones, tablets, smart TVs, and game consoles.
- For more information about ScientiaMobile and its commercial products, please visit us at: www.scientiamobile.com
- WURFL.io offers a number of free tools for device detection and image tailoring.
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