

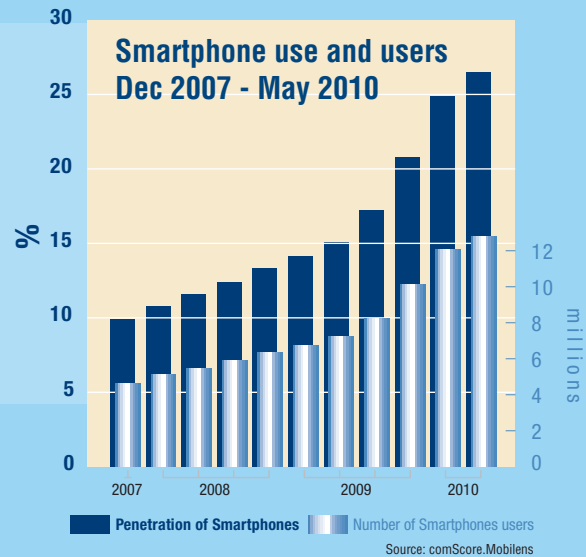
# Smartphones

## Why you need to feature on a Smartphone

In 2011 3.6 million will be using their Smartphones to find information on Things to Do, Places to Stay and Eating Out. Landmark Press have pulled together some of the key facts that you may need to know.

### Who uses Smartphone?

In May 2010 91% of the people in the UK owned mobile phones of which 73.5% were feature phones and 26.5% were Smartphones. Smartphone ownership has almost tripled in the last three years rising to 12.8 million users in 2010. By 2013 it is expected that almost half the people in the UK will own Smartphones.



### What's a Smartphone?

A phone that has advanced computing ability – more like your computer than a standard mobile or feature phone.

### What's so smart about a Smartphone?

On its own, not very much, but download a few apps and you open a whole new world. Check on up-to-the minute train times, compare prices instantly, find out where you are, what special offers are available nearby, or what the points of interest are you see on your phone's camera.

*The Welcome to Scotland App will know its location, will provide details of special offers nearby and will be able to identify all major points of interest.*

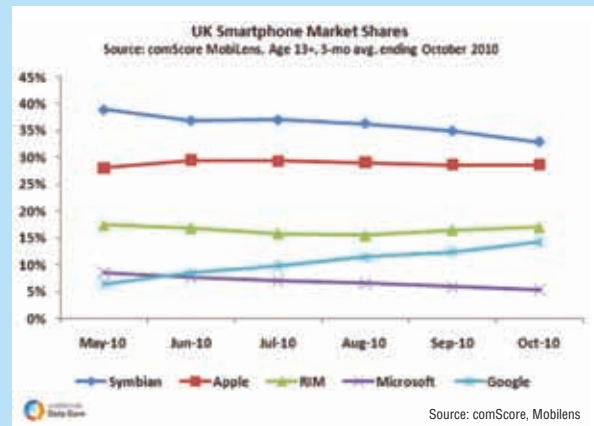
### What's an App?

App is the shorthand for an 'application programme' that can be downloaded on to your Smartphone. Once downloaded it can be accessed wherever you are without incurring roaming charges, and without the need for an internet connection.

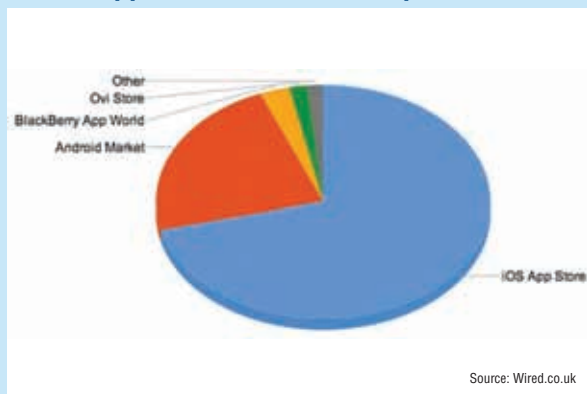
## Who are the top Smartphone players?

Apple's iPhone; Blackberry, Windows, Nokia and Android – developed by Google and used by the following phone companies amongst others: Samsung; HTC; Motorola and Intel. The position is changing fast with sales of Android phones expected to exceed iPhones over the coming year.

## UK Smartphone Market Share May to Oct 2010



## App Store Sizes at 10 Sept 2010



## Marketplace with 90,000 Apps.

Apps are available from the Apple, Blackberry, Windows, Nokia and Android App stores. Currently there are two main stores: Apple's with a choice of over 300,000 apps and Google's Android Marketplace with 80,000 (?) Apps. Nokia currently offer very few Apps. 10 billion Apps have been downloaded from Apple's store since it opened on July 10th 2008.

*The Welcome to Scotland App will be optimised for the Apple, Android, Blackberry and Windows platforms covering almost 100% of the App market.*

## What's the situation in Scotland?

Assuming that visitors to Scotland reflect the average for UK Smartphone use, some 30% of a projected 12.5 million individual tourists in 2011 or 3.6 million visitors will have Smartphones. A large proportion of these visitors will be using their phones to find out information on things to do, places to stay, and eating out.

*The Welcome to Scotland App is designed to be an exceptionally useful facility for anyone on holiday, taking a short break or on a day out.*

## What do I do now?

*You will already be on the Welcome to Scotland App. To get the maximum benefit just make sure that you feature a good special offer.*