GPS and Galileo in Mobile Handsets is the definite guide to the adoption of satellite positioning technology in mass-market handsets.

This strategic research report from Berg Insight provides you with 100+ pages of unique business intelligence including 5-year industry forecasts and expert commentary on which to base your business decisions.

**This report will allow you to:**

- **Understand** how satellite positioning technology integrates with mobile handsets.
- **Learn** about the current status of the European Galileo satellite positioning system.
- **Discover** the leading technology vendors in the GNSS space.
- **Recognize** the impacts of GPS/Galileo on the global WCDMA handset market.
- **Anticipate** when GPS/Galileo receivers become a standard feature in mass-market terminals.
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GPS hits the WCDMA-handset market

Already in late 1999, the first GSM handsets with integrated GPS receivers were launched. These early models primarily targeted niche segments like people tracking, personal safety and navigation. Later, some attempts to make mass market GPS enabled handsets have been made, but until now, sales have been limited. In contrast, several million GPS enabled CDMA handsets have been sold around the world, primarily in the US, South Korea and Japan. In the US, an early driver for mass adoption of GPS enabled handsets was the US Enhanced 911 mandate. The Federal Communications Commission (FCC) has required all mobile operators to introduce high-accuracy positioning in order to enable precise location of mobile callers placing 911 emergency calls. So far, iDEN and CDMA operators have chosen A-GPS as the means of complying with the regulations. Because Qualcomm, the primary wireless chipset provider for CDMA handsets, integrates GPS cores into most wireless chipsets, most CDMA handsets already feature A-GPS. Moreover, CDMA networks are synchronised to GPS time and can therefore provide fine time aiding to GPS receivers, increasing the sensitivity and reducing the time-to-first-fix.

Until now, GPS receivers have been too expensive and consumed too much power to be attractive for deployment in mass-market GSM/WCDMA handsets. However, recent technical developments have improved receiver performance enough to make the user experience satisfactory also for normal users. Increasing competition and production volumes have driven prices down to the point where integration has become viable for high-end handsets. Moreover, accelerating price reductions are expected in 2007 and 2008, enabling integration also in mass-market handsets. Today, most GPS enabled WCDMA handsets outside Japan are smartphones targeting the personal navigation segment. Already in 2007, an increasing number of models from large manufacturers are expected to reach the market. In 2010, about 32 percent of all GSM and WCDMA handsets sold are forecasted to have integrated GPS or Galileo receivers as receiver cost declines and more users become familiar with location services.

This report answers the following questions:

- Why has GPS taken off in CDMA markets but not in the GSM/WCDMA world?
- How many GPS enabled cellular handsets will ship in 2007?
- What is the expected annual growth rate until 2010?
- What handset products are available from the leading GPS receiver vendors?
- Which chipset and handset manufacturers currently offer GPS enabled products?
- What is the expected development path from standalone chipsets to integrated architecture and software receivers?
- How will network-based satellite receiver assistance technology continue to evolve?
- When will handset users be able to benefit from the European Galileo system?

![Graph](https://via.placeholder.com/150)

Sales of GPS enabled GSM/WCDMA handsets.
1 Introduction to GNSS in handsets
1.1 Reasons for integrating GPS in handsets
1.2 Overview of global satellite navigation systems and receivers
1.2.1 Current and future global navigation satellite systems
1.2.2 GPS and Galileo receivers
1.3 Overview of the GPS enabled GSM/WCDMA handset value chain
1.3.1 GPS receiver developers
1.3.2 Handset platform and chipset developers
1.3.3 Handset manufacturers
1.3.4 Key drivers for GPS integration in handsets
1.3.5 Key barriers to GPS integration in GSM/WCDMA handsets

2 Satellite positioning technology
2.1 Overview of global satellite navigation systems
2.1.1 Global Positioning System (GPS)
2.1.2 Galileo
2.1.3 GLONASS
2.1.4 Beidou
2.2 GPS receiver functionality and architectures
2.2.1 Standalone chipset architectures
2.2.2 Integrated architectures
2.2.3 Software receivers
2.3 Mobile network assisted GPS technologies
2.3.1 Assisted GPS (A-GPS)
2.3.2 E-GPS
2.4 Mobile handset platform architectures

3 GNSS receiver developers
3.1 Global Locate
3.2 GloNav
3.3 NemeriX
3.4 NordNav
3.5 RF Micro Devices
3.6 SiGe
3.7 SiRF
3.8 u-blox
3.9 u-Hav Microelectronics

4 Handset chipset developers
4.1 Adcore-Tech
4.2 Agere Systems
4.3 Analog Devices
4.4 Broadcom
4.5 Ericsson Mobile Platforms
4.6 Freescale Semiconductor
4.7 Infineon
4.8 NXP Semiconductors
4.9 Qualcomm
4.10 Texas Instruments

5 Handset manufacturers
5.1 Successful location-based service cases
5.1.1 NTT DoCoMo
5.1.2 SoftBank
5.1.3 SK Telecom
5.1.4 European mobile network operators
5.2 Handset manufacturer and ODM GPS activities
5.2.1 Nokia
5.2.2 Motorola
5.2.3 Samsung
5.2.4 Sony Ericsson
5.2.5 LG Electronics
5.2.6 HTC
5.2.7 MiTAC
5.2.8 E-TEN

6 Forecasts and conclusions
6.1 Worldwide handset sales
6.2 Sales of GPS enabled GSM/WCDMA handsets by segment
6.3 Regional sales of GPS enabled handsets
6.4 Sales of GPS handsets by technology
6.5 GPS handset penetration rate
6.6 Conclusions

Glossary
Who should buy this report?

GPS and Galileo in Mobile Handsets is the foremost source of information about the worldwide market for GPS/Galileo functionality in mobile phones. Whether you are a vendor, telecom operator, investor or consultant, you will gain valuable insights from our in-depth research.

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- Strategic Analysis of the European Mobile LBS market

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