

# Strategic Analysis of the European Wireless M2M Market

How should the mobile industry address the enormous market opportunity for wireless M2M communication solutions in Europe? Over 300 million utility meters and 250 million vehicles plus more than 50 million other devices could potentially be connected to mobile networks in a not too distant future. The largest deployments already involve up to half a million devices. After three years of extensive research into the wireless M2M area, Berg Insight is now releasing a complete 150+ page guide covering every aspect of this exciting growth market.

## Highlights:

- Overview of the European wireless M2M market and the key industry players.
- Analysis and forecasts for the adoption of wireless M2M technology in Europe until 2009.
- Profiles of leading suppliers of wireless M2M modules and terminals.
- Reviews of mobile operator strategies for wireless M2M.
- Update on the latest developments in the main vertical market segments.
- Case studies of major deployments in the utility, transportation, security and retail sectors.

## Key questions answered by the report:

- What is the potential market size for wireless M2M communication in Europe?
- Which vertical market segments represent the largest growth opportunities?
- How is industry consolidation affecting the wireless M2M modules market?
- What are the strategies adopted by mobile operators for wireless M2M?
- Which are the main catalysts behind mass market deployments of AMR and vehicle telematics?

## Publication details:

Publication date: May 2006

Pricing: € 1,500 (Paper copy) / € 2,250 (PDF, 1–5 users) / € 4,500 (PDF, Corporate license)

## About Berg Insight:

Berg Insight offers premier business intelligence to the telecom industry. We produce concise reports providing key facts and strategic insights about pivotal developments in our focus areas. Our vision is to be the most valuable source of intelligence for our customers.

## Berg Insight

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