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For Immediate Release

Portelligent Key Metrics Report Quantifies Growing Complexity of Advanced Cellular Phones

(Austin, Texas – April 11, 2003): The March 2003 version of the *Key Metrics Report on Cellular Phones and Wireless Handsets*, recently released by Portelligent, Inc., provides quantitative evidence that the electronics content of cellular phones is increasing as makers work to add features in high-end handsets. At the same time, due to advances in electronics miniaturization and system integration, the cost and complexity of entry-level, “voice only” phones is declining.

Among the observations that the *Key Metrics Report* supports are:

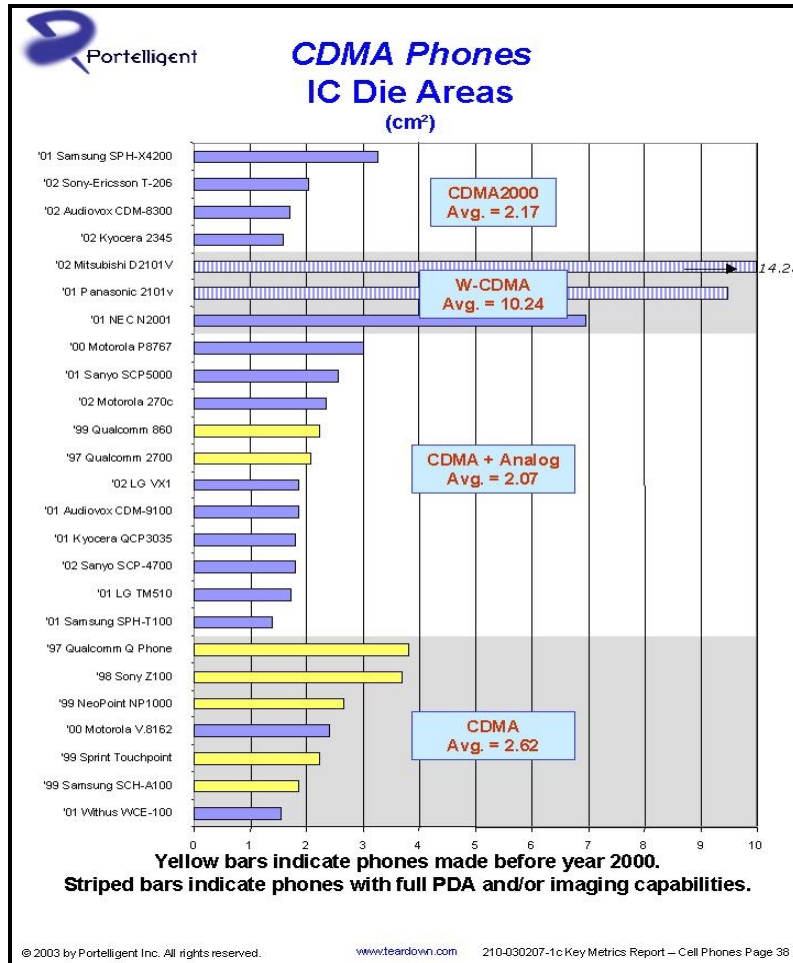
- Across six metrics used to fingerprint the relative complexity of a consumer electronic product, GSM handsets that support full PDA functionality (“smart-phones”) or that incorporate an imaging module (camera phones) average 36 percent greater complexity than other GSM phones.
- Handsets that support 3G protocols (W-CDMA and CDMA2000 cellular phones) average 29 percent greater complexity across these six metrics than 2G or 2.5G CDMA handsets.
- When handsets supporting the two leading protocols in use worldwide are compared, CDMA handsets average 13 percent greater complexity in electronics content than GSM phones.

The *Key Metrics Report on Cellular Phones and Wireless Terminals* is generated from a database of detailed information on consumer electronic products that Portelligent has analyzed over the last five years. “Portelligent’s product teardown reports are useful in understanding the design decisions and component technologies that contributed to a single product,” explains David Carey, president of Portelligent. “With the *Key Metrics Report*, we are building on the foundation of individual product teardown analyses to create a higher-level, cross-cutting view. Our customers can now rapidly compare different manufacturers, compare handsets by communications protocol, or analyze emerging trends over time.”

According to Chris Windsor, director of database systems for Portelligent, “The critical step in generating the *Key Metrics Reports* was capturing data derived from individual product analyses in a structured database, allowing comparative studies that supplement expert opinion with a solid basis of facts.”

Portelligent, located in Austin, Texas, produces rigorous product teardown reports and related industry research on wireless, mobile, and personal electronics. Updates of the *Key Metrics Reports* in its Cellular Phones & Wireless Terminals, Digital Cameras & Imaging, and PDAs and Personal Appliances Channels are produced as part of the company’s ongoing Channel information services.

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Die area in 3G and CDMA cell phones – from the Portelligent Key Metrics Report on Cell Phones and Wireless Terminals. [Source: Portelligent]

For information about the *Key Metrics Reports* or other Portelligent information offerings, contact Don Stroud (dstroud@teardown.com; Tel. 1-512-338-3600).

For additional information about Portelligent, visit the Portelligent Web site at www.teardown.com or contact the company directly at Tel. 1-512-338-3600 (E-mail: info@portelligent.com).

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