

Global smartphone shipments to reach 322 million in 3Q14; iPhone to drive 4G penetration rate in China

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A larger iPhone screen will bring a new wave of demand in China

th of September. According to a recent survey conducted by TrendForce subsidiary Avanti, 67% of respondents who were asked about iPhone responded they were looking forward to the device coming equipped with a larger screen primarily for larger viewing and more qualitative reading experiences, while 38% responded they had a strong interest in purchasing the new device. Approximately 21% of Chinese consumers were reported as currently waiting for the new iPhone to hit the market. Avanti believes that in a 370 million handset market throughout 2013, the new iPhone will have a great potential to see major sales in the China market provided it has a larger screen.

Samsung, LG to launch new units combatting iPhone; Chinese vendors maintain strong shipments

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