

# **ELE 655**

## **Microprocessor System Design**

### **Class 2 – Historical Perspective**

# Historical Perspective

## Smart phone sales

Period	Samsung	Apple	Lenovo*	Huawei	LG Electronics	Others
Q1 2015	24.6%	18.3%	5.6%	5.2%	4.6%	41.7%
Q1 2014	30.7%	15.2%	6.6%	4.7%	4.3%	38.6%
Q1 2013	31.5%	16.9%	4.7%	4.2%	4.7%	38.1%
Q1 2012	28.9%	22.9%	5.0%	3.4%	3.2%	36.6%

Company	2013 Units	2013 Market Share (%)	2012 Units	2012 Market Share (%)
Samsung	444,444.2	24.6	384,631.2	22.0
Nokia	250,793.1	13.9	333,938.0	19.1
Apple	150,785.9	8.3	130,133.2	7.5
LG Electronics	69,024.5	3.8	58,015.9	3.3
ZTE	59,898.8	3.3	67,344.4	3.9
Huawei	53,295.1	2.9	47,288.3	2.7
TCL Communication	49,531.3	2.7	37,176.6	2.1
Lenovo	45,284.7	2.5	28,151.4	1.6
Sony Mobile Communications	37,595.7	2.1	31,394.2	1.8
Yulong	32,601.4	1.8	18,557.5	1.1
Others	613,710.0	34.0	609,544.9	34.9
<b>Total</b>	<b>1,806,964.7</b>	<b>100.0</b>	<b>1,746,175.6</b>	<b>100.0</b>

# Historical Perspective

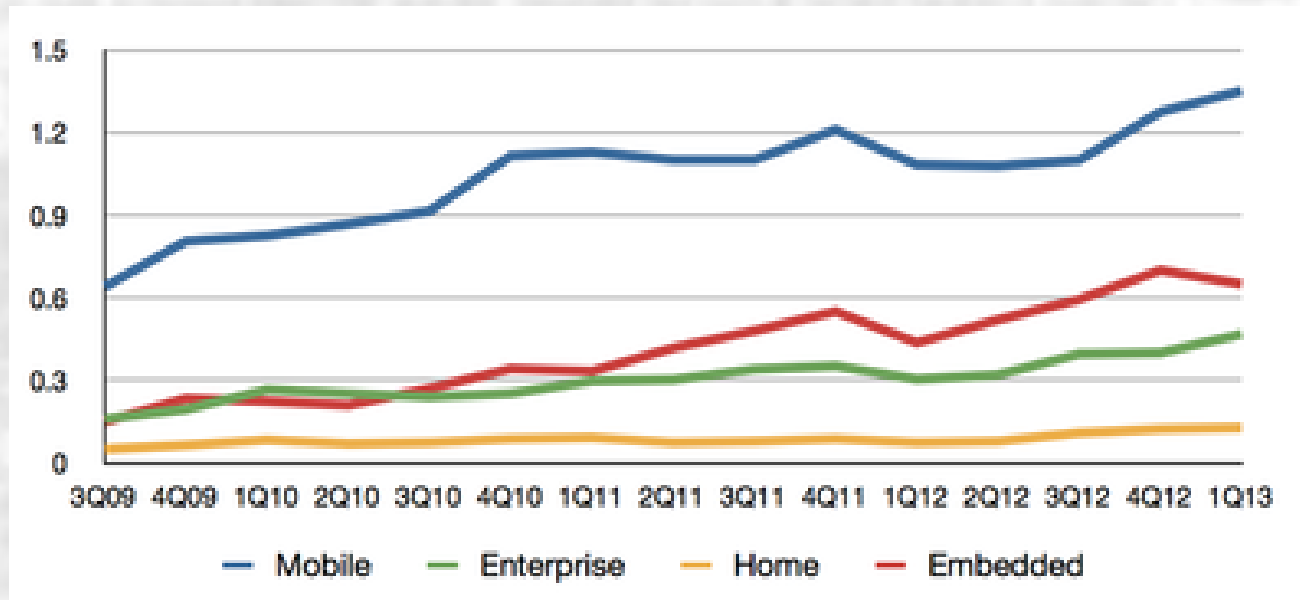
## Smart phone platform

Period	Android	iOS	Windows Phone	BlackBerry OS	Others
Q1 2015	78.0%	18.3%	2.7%	0.3%	0.7%
Q1 2014	81.2%	15.2%	2.5%	0.5%	0.7%
Q1 2013	75.5%	16.9%	3.2%	2.9%	1.5%
Q1 2012	59.2%	22.9%	2.0%	6.3%	9.5%

# Historical Perspective

## ARM Chip sales

Units = B



# Historical Perspective

## Tablets

