

Feature Phone or Designer Phone - What's your pick?

Mobile communication began in 1983 with the launch of Motorola, the first mobile generation mobile phone. The first generation phone was enabled only with one feature of making and receiving calls, whereas today a mobile phone is power packed with multi-featured facilities becoming the lifeline of every individual. Revolution in this sector has transformed immensely with changing time and necessities of mobile users.

In early 1980s -1990s, the concept of mobile phone was restricted within the business class only. Since mid-1990s rapid transformation was witnessed with 2G technology enabling SMS, polyphonic music etc. Moving along the time, various trends in brands, mobile handsets and mobile application like games were introduced. Coming of the millennium age high end mobile handset design and features evolved flooding the mobile market with design, features, applications, technology, etc. As per the time changes the handset design and application with technology, demands keep pouring in for higher applications along with the target audience, price, features, utility to name a few.

Mobile phone today can be defined as an accessory more than utility. Constant advancements in technologies has created a desire amongst all to have the latest hi-tech phone for better productivity and capacity to personalize almost every aspect of a mobile phone. Like, today every second or third person in cities is a mobile user, hooked on to the music MP3 player or Radio, games, camera, etc apart from calling and SMS. Advance technology and diversified demands of the users have grouped mobile handsets, pertaining to the age group and target audiences. These characteristics and features are not limited to the urban sector but over the time have deeply penetrated in the rural sector. Meeting the needs of mobile users, a race for the best mobile handset has been set on the ground with a huge market share in the industrial sector, leading to new innovation in the mobile handset sector.

Tapping the Indian mobile market the big companies have incorporated variant marketing strategies producing their mass interest in diversified manner offering an array of mobile solution for individual consumer. Every individual has their own likes and dislikes and most importantly the preferences. For example, the rural segment prefers an economic mobile phone which enables him/her to make calls, SMS, listen to music and is user friendly with language options. Whereas, in the urban sector, mobile phone is a style quotient adding glow to one's personality. Thus the look, technology and mobile design has become a significant factor.

This shift has moved the concept of communication towards a personal diary, changing the boring black and white ancient look to the bright electric color and easy to carry mobile handset equipped with wide range of features to entertain the user. A mobile phone now is becoming more of a personal dairy than a simple phone with a new name of the technology, 'Smart Phone'. Extending the look 'n'

feel of a mobile phone is enriching user experience with increased accessibility and usability man-machine interface.

Innovations in the sector

Mobile phones have received high appreciation with the installation of multimedia tools. The usage of mobile has undergone a transformation with business-friendly applications entertainment, planner, eMail and internet browser as well.

The birth of smart phone has enabled high-speed wireless technology, such as 3G, or Wireless LAN, downloads, email, multimedia, etc. The new definition of mobile phone is black, silver color with a decorative faceplate, multimedia communication gadget, presenting a perfect balance between pleasure and business. This extraordinary device uses one-touch keys for the direct access to contacts, email and a user or operator defined application. There is plethora of designs, shapes and sizes available in this range.

Penetrating to each customer, the mobile handset is divided between genre, feature or design, dynamics or application and costing. Further filtering the genre a mobile company produces an array of mobile phones pertaining to young college goers offering music, games, downloads contests, live updates, etc. Also, the mobile range offers sleek and designer phone for the female group, whereas strong, sturdy, designer, task manager, and email enabled phone for the men.

The handset market in India has grown rapidly since 2005 and then in 2008, nearly 50 million handsets were sold. Growing at such pace it is expected that the mobile handset market would grow at 40 per cent by 2011, making India the third largest mobile handset market, after China and the US.