



The 100 Million Club is the watchlist of software companies whose products have been embedded on more than 100 million mobile handsets. The current edition features cumulative shipments up to the end of 2010.

Despite the apparent opportunity in the one-billion-a-year handset market, very few software companies have managed to overcome the commercial and technical challenges inherent in the mobile industry.

Worldwide Handset Shipments in 2H10

780 million

Key insights

- Total handset shipments for the second half of 2010 were 780 million, a 25% increase over the first half. A handful of software products, like vRapid Mobile by Red Bend and CAPS by Scalado, managed to tap a sizable portion of this figure, having more than 100 million shipments in H2 2010 alone.

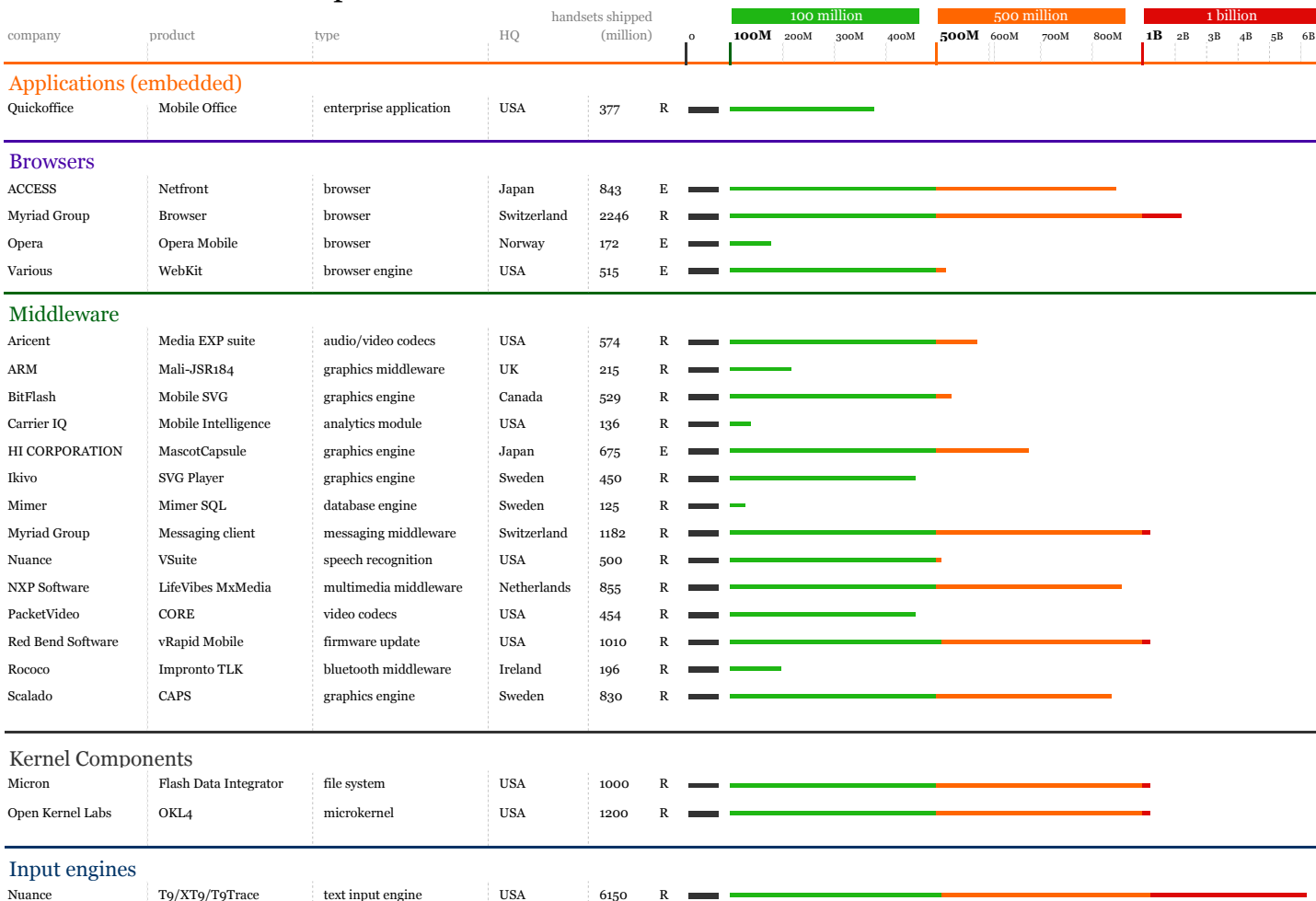
- WebKit continues to grow, fueled by the accelerated rate of smartphone penetration. Up to the end of 2010, WebKit-based browsers had been shipped in more than half a billion handsets

- Myriad Group is now the only company to have 3 products with more than 100 million shipments, after Nuance merged two products into T9/XT9/T9Trace. With the products combined, cumulative shipments have reached a staggering 10.5B shipments.

Research notes

Handset shipments refer to cumulative licensed units, which have been pre-loaded on handsets shipped by the end of 2H10.

Embedded software shipments (cumulative)



E=estimate R=reported by vendor





tracking successful businesses in mobile

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Worldwide Handset Shipments in 2H10: 780 million

Key insights

- While smartphone penetration has increased to more than 20% in 2010 globally, featurephones continue to dominate the industry. Indicatively, 540 shipments were almost equal to total smartphone shipments.

- In 2010, Android raced past iPhone's iOS and BlackBerry, almost reaching Symbian's shipments despite Nokia smartphone trouble. While Nokia will undoubtedly push up Microsoft's mobile market share in the future, we'll continue seeing Symbian in the smartphone OS top-5 for another year.

Research notes

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Mobile platform shipments (cumulative)

company	product	type	HQ	handsets shipped (million)	0 to 100 million				100 million				500 million				1 billion					
					0	25M	50M	75M	100M	200M	300M	400M	500M	600M	700M	800M	1B	2B	3B	4B	5B	6B

Application Environment

Aplix	JBlend	Java VM	Japan	676	R																			
Myriad Group	Jbed	Java VM	Switzerland	429	R																			

Operating Systems

Google	Android	operating system	USA	77	E																			
Apple	iOS	operating system	USA	90	E																			
Microsoft	Windows Mobile	operating system	USA	75	E																			
Research In Motion	BlackBerry OS	operating system	Canada	130	E																			
Nokia	Symbian OS	operating system	UK	446	E																			
Qualcomm	BREW	application environment	USA	668	E																			
Nokia	Series 40	operating system	Finland	1,484	E																			

Real-time Operating Systems

ENE A	OSE	real-time OS	Sweden	1,780	E																			
Express Logic	ThreadX	real-time OS	USA	600	R																			
Mentor Graphics	Nucleus	real-time OS	USA	2,843	R																			

E=estimate R=reported by vendor

OS Shipments in H2 2010

