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Smartphone Sales Will Grow at a Compound Rate of 28% through 2009

Smartphones will not replace dedicated devices

NEW YORK, NY - February 17, 2005 - JupiterResearch, a division of Jupitermedia Corporation (Nasdaq: JUPM), today announced that according to its recently released report, "Integrated Handsets: Balancing Device Functionality with Consumer Desires," the majority of consumers will accept compromised functionality in order to obtain a single integrated device, such as a smartphone, if they prefer not to carry multiple devices. As a result, smartphones will grow at a compound annual growth rate of 28% through 2009, accounting for 9.3% of handsets sold in 2009, up from 3.7% in 2004. However, smartphones will not replace dedicated devices such as standard cell phones, media players, cameras or game devices. The new report found that 62% of consumers prefer to carry a single device that adds additional features beyond telephony even if those features compromise advanced functions, size or battery life. But 74% of consumers said that telephony remains the most important feature on a mobile device, clearly indicating that any combination of advanced features must not compromise telephony. "Although our research indicates that consumers will carry up to three devices, they still prefer to carry a single integrated device to provide mobile functions," said Michael Gartenberg, Vice President and Research Director, JupiterResearch. "The key is understanding what features are important to consumers in a given context and delivering them while being careful not to compromise on the key mobile feature, telephony," added Gartenberg. The complete findings of this report are immediately available to JupiterResearch clients online. For more information on the report or JupiterResearch Personal Technology research service, please contact Kieran Kelly, Vice President of Global Sales and Client Service at 1-800-481-1212 or researchsales@jupitermedia.com. **About Jupitermedia Corporation** Jupitermedia Corporation (Nasdaq: JUPM) (www.jupitermedia.com), headquartered in Darien, CT, is a leading global provider of original information, images, research and events for information technology, business and creative professionals. JupiterWeb, the online media division of Jupitermedia, operates five distinct online networks: internet.com and EarthWeb.com for IT and business professionals; DevX.com for developers; ClickZ.com for interactive marketers; and Graphics.com, for creative professionals. JupiterWeb properties include more than 150 Web sites and over 150 e-mail newsletters that are viewed by approximately 20 million users and generate over 300 million page views monthly. Jupitermedia also includes: JupiterImages, one of the leading images companies in the world with over 5.0 million images online serving creative professionals with products like Comstock Images, Thinkstock Images, Thinkstock Footage, Photos.com, Hemeralimages.com, Ablestock.com, Clipart.com and Animations.com; JupiterResearch, a leading international research advisory organization specializing in business and technology market research in 18 business areas and 14 vertical markets; and JupiterEvents, which produces offline conferences and trade shows focused on IT and business-specific topics, including Search Engine Strategies and WiFi/VoWiFi Planet. Source: www.internetnewsbureau.com