

Important News

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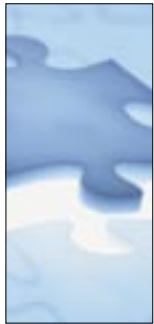
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Purchasers of the printed versions of Plunkett's Industry Almanacs receive a CD-ROM version of the companies database as an added feature at no additional charge.

For 2008 editions, that CD-ROM now comes in a new, enhanced 4.0 version with improved graphics, better help indexes, improved installation and better searches. ■

Plunkett Research announces distributors in Seoul, Korea and Beijing, China



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Wireless industry continues rapid growth – more than 2.3 billion cell phone subscribers worldwide

Wireless industry continues rapid worldwide growth

Mobile communications, including mobile entertainment, remains one of the hottest sectors in the InfoTech market. Globally there are now more than 2.3 billion cell phone subscribers. More than 900 million cell phones will sell worldwide during 2007 and again in 2008 – making the



cellular phone the fastest-selling single item of consumer electronics by far. Worldwide, cell phone use continues extremely rapid growth, particularly in China and India. In some nations, particularly in Scandinavia, market penetration exceeds 100% of the population as some people have more than one cell phone subscription. Accessing and transferring data and entertainment via cell phone is growing at a rapid clip. According to a recent report by Plunkett Research, Ltd., some of the most exciting wireless trends revolve around the following events:

Municipal Wi-Fi broadband systems make whole cities wireless

Because of their relatively low cost and ease of installation, many cities and communities throughout the U.S. have

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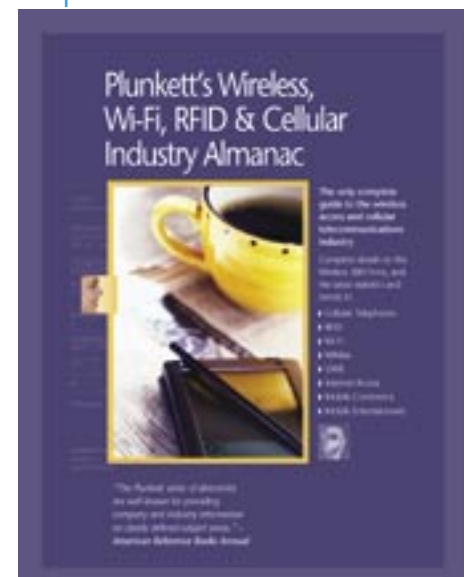
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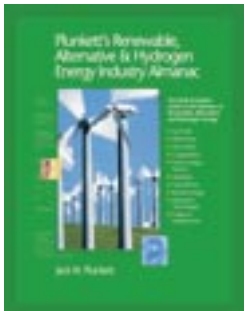
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HOT TITLES in some of today's most interesting industries



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Sizzling changes in the food industry

The entire food industry, from growing to processing to retailing, is an extremely competitive field where profit margins are typically so low that it is often challenging to maintain profitability. Meanwhile, throughout much of the world, technology and globalization have revolutionized the way that we grow, transport, process, package, purchase and cook food. According to the newest Plunkett's Food Industry Almanac, the largest and most important factors affecting this evolving industry are:

1. Wal-Mart Dominates as the world's biggest retailer (and is now America's biggest grocer)

Wal-Mart is the world's largest non-oil company, based on revenue (\$312 billion during 2006). One way in which the company has expanded dramatically is through its revolutionary entry into the grocery business, and Wal-Mart is now America's biggest grocer, with \$93.7 billion in grocery department sales during 2006. Its supercenters have immense, well-stocked, supermarket-like grocery departments that work on profit margins much lower than those of traditional supermarkets.

2. Agricultural biotechnology scores breakthroughs but causes controversy

In 2006, over 42 billion acres of genetically modified crops were planted worldwide (a 14% increase over 2005) – mostly in the U.S., but large amounts were also planted in Argentina, Canada, Mexico, Romania, Uruguay and South Africa.

3. Exacting organic standards create consumer demand for products

Organic farms provide about 2% of the food supply in the U.S., and sales of organic foods hit an estimated \$15 billion in 2006. In fact, organic food is one of the fastest-growing segments of the U.S. food industry, along with nutritionally-enhanced foods and energy drinks.

4. Functional foods promise health benefits

Worldwide sales of foods that claim to foster nutrition, health, weight loss or other advantages are enjoying immense sales. The U.S. accounts for about one-third of the market for such foods, followed by Europe, Japan and the rest of Asia. ■

Residential real estate trickles while commercial properties boom

The real estate and construction sectors, including the many professions and fields associated with them, make up one of the largest components of the U.S. economy. There is more than \$13 trillion in outstanding mortgage debt in America, and more than 7 million homes, both new and existing, are sold annually. For the 2000 through 2005 period, residential construction and sales of existing homes were extremely strong. However, by the end of 2006, the residential market had slumped, and home prices were declining in many areas. Early 2007 has seen a steady deterioration in the housing market in the U.S. However, the commercial and

government sectors are seeing good growth. Values of existing commercial properties have soared and total new construction volume has been high. The major trends affecting this volatile sector are detailed in Plunkett's Real Estate & Construction Industry Almanac, including:

U.S. homeowners refinanced vast amounts of mortgages through 2006, but the mortgage market has changed

A rapid rise in home values enabled consumers to obtain much larger home mortgages, or substantial home-equity loans

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RESIDENTIAL REAL ESTATE continued from page 2

for homeowners who didn't want to go to the trouble of refinancing their primary mortgages. By the end of 2006, the market had changed dramatically as interest rates rose and values fell.

Home sales slow – Prices begin to fall

Both new and existing home sales reached new highs in 2005, but the party was over by the end of 2006. According to the National Association of Realtors (NAR), sales of existing homes fell 8.6% to 6.48 million in 2006, and are expected to fall further to 6.40 million in 2007. New home sales fell 17.7% to 1.05 million in 2006, and are expected to fall yet another 9.1% in 2007.

Malls morph to stay afloat

The days of the dull, old-fashioned enclosed shopping mall are numbered. Of the 48,695 shopping centers in the U.S., only 1,130 are enclosed malls. Anchor tenants such as major department stores are moving or going out of business, leaving mall owners with echoing empty spaces. ■

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WIRELESS INDUSTRY continued from page 1

installed municipal Wi-Fi systems with the intent of making Internet access available to all citizens at all times.

WiMAX extends wireless range far beyond Wi-Fi

A newer standard known as Worldwide Interoperability for Microwave Access, or WiMAX (802.16), is adding considerable fuel to the wireless fire. WiMAX has the capability to deliver extremely fast Internet connections to wireless devices, such as notebook computers and mobile VOIP telephones, with each WiMAX antenna having about a 30-mile maximum broadcast range compared to only 300 feet for Wi-Fi.

Wireless Sensor Networks (WSNs) ready to spread nanotechnology applications

A Wireless Sensor Network (WSN) consists of a grouping of remote sensors (which may include RFID-equipped sensors) that transmit data wirelessly to a receiver that is collecting

information into a database. Special controls may alert the network's manager to changes in the environment, traffic or hazardous conditions within the vicinity of the sensors. Long-term collection of data from remote wireless sensors can be used to establish patterns and make predictions, as well as to manage surveillance in real time. Applications are expanding rapidly in agriculture, traffic management, security and industrial plant operations. ■

To find out more about these exciting trends and others, check out Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac, or go to www.plunkettresearch.com and sign up for a subscription to Plunkett's completely up-to-date online database.

Important Plunkett titles related to wireless consumers and markets

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