

PRESS RELEASE

Quarter of mobile phone features never discovered by users

Only 20% of a mobile phone's features are used regularly; up to a quarter remain completely undiscovered.

Poole (UK): 24th September 2008: They are becoming ever more sophisticated, yet the average mobile phone remains largely unexplored says a new study by WDSGlobal, a specialist in support and device management services for the wireless industry.

A survey of 500 mobile users revealed that only 20% of a phone's services and features are used regularly and up to a quarter remain completely undiscovered.

"For the most part, users struggled to list more than half a dozen services featured on their current mobile phone. Regular usage was largely confined to voice, text messaging, address book, camera and alarm clock. Users do dip into additional services, such as the music player, Internet and games, but we found that a large proportion of features remained completely undiscovered," says Doug Overton, vice president of consulting and analysis at WDSGlobal.

Service discovery, the company suggests, is now one of the most challenging barriers to mobile service adoption.

"Many mobile phones offer dozens of features and preinstalled applications. It's often the case that users feel overwhelmed," explains Overton. "Poor user interfaces and complex menu structures mean that many revenue generating services are buried several layers deep and are unlikely to be discovered. Conversely, users who know what they want often struggle to find the relevant application or service and simply give up."

The survey was conducted in support of WDSGlobal's vDevice offer, virtual handset simulators that allow end-users to quickly explore handset capabilities, compare features and discover new services. Using simple-to-use tutorials, vDevice simulators are also one of the most effective ways of helping end-users to set-up services such as mobile email and Internet browsing.

"Mobile operators and handset manufacturers around the world typically apply our vDevice simulators to their web-based self care portals. They fully immerse the end-user and introduce them to new features and benefits far more effectively than traditional paper-based manuals. Simulators are also hugely beneficial within customer care operations where they typically reduce average call duration for complex service set-up or synchronization issues by up to 50%," finishes Overton.

WDSGlobal is offering free access to vDevices samples at www.wdsglobal.com/vdevice

Six handsets are available (**Nokia E61i, HTC Touch, Sony Ericsson, Nokia 6110 Navigator, HP iPAQ rw6800, Toshiba Portege G900**), featuring a range of virtual tours, tips and tricks and tutorials, including multimedia messaging, web browser configuration and mobile email set-up.

###

About WDSGlobal

Since 1995, WDSGlobal has been focused on helping mobile operators, handset manufacturers and content providers meet their customers' expectations for service and quality. From handset validation and readiness testing to mobile device management and end-user support, WDSGlobal today offers the mobile industry's most complete solution for the management of subscribers, devices and services.

With dedicated support centers in the UK, USA, South Africa and Australia, no one gets a better view of the complete mobile user experience. Every day, WDSGlobal collects, validates and shares data about devices, services and user behavior, using it to feed GlobalMine™ - the industry's most comprehensive knowledge base and foundation for the company's portfolio of carrier-grade products and services.

The company currently counts over 100 customers, including most of the world's largest handset manufacturer and mobile operator brands, and is headquartered in Poole, UK. For more information, please visit www.wdsglobal.com

For more information, please contact:

Tim Deluca-Smith
VP Marketing
Tel: +44 (0) 1202 713 725
Tim.deluca.smith@wdsglobal.com
www.wdsglobal.com