

## USB Modems Beating Embedded Modules

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Current USB modems outsell embedded modems by more than 3:1 according to ABI Research-- a ratio that should change to around 1.2:1, but only by 2016.



Meanwhile USB dongles will continue going from strength to strength while keeping steady average prices.

The global economic slowdown did cause embedded modem modules' growth to slow down (as customers lengthen their upgrade and replacement buying cycles), but as economies improve, more devices will carry embedded modem connectivity-- providing customers with more incentive to buy such devices.

ABI mentions tablets has having a significant positive impact on embedded module shipments in 2010 (with Apple leading in 3G modules). However the analyst predicts other tablet vendors will go for keeping their devices' prices down by foregoing such addons.

Go [USB Modems Outselling Embedded Modules by More than 3:1](#)