

## Entry-Level Smartphones on Low-Cost Growth

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Global shipments for entry-level smartphones are to reach over 185m units by 2015, thanks to operators' low cost own brand devices.

Juniper Research's report also says these devices' prices are also set to go cheaper, due to increasing competition and lower cost chipsets. Vodafone and Orange both have own brand handsets, carrying the Android OS-- thanks to OEM agreements with Huawei and its likes.

Mobile internet is also reaching low-cost handsets due to compression and remote browsing, together with lower price points.

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