SmartPhones are used by more than 77% of the U.S. population. The percentage is growing. Work Forces are converting to SmartPhones for field data collection.

**SMARTPHONE TRENDS**

Some say that SmartPhones have passed PCs as the #1 computing platform. User Acceptance of Software Applications is Highest on SmartPhones.

**SMARTPHONE SALES (millions) Worldwide**

- Over 1.6 Billion SmartPhones were sold in 2017
- 77% of the U.S. population use SmartPhones.

**Pros**
- Power - Often More than PCs
- Versatility - Over 1 Million Apps
- Portability - What’s in your pocket?

**More Pros**
- Availability: AT&T, Verizon, Sprint, WalMart, Target, etc.
- Reliability: Many are Water and Drop Proof
- Every Hi-Tech Feature

**OPPORTUNITIES**
- Real Time Data Transfer
- Operational Efficiency
- Increased Productivity

**DRIVERS for using SmartPhones**
- Hardware: very affordable
- Data rates increasing, plan costs dropping
- Cloud based apps mean quick, inexpensive roll-outs
- User acceptance highest of any technology in history
- Extremely high reliability

**CONCLUSION**

SmartPhones are the future. Their power, widespread social acceptance and cost-effectiveness are unequaled. Look for SmartPhone based apps to take your operations to the next level.

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