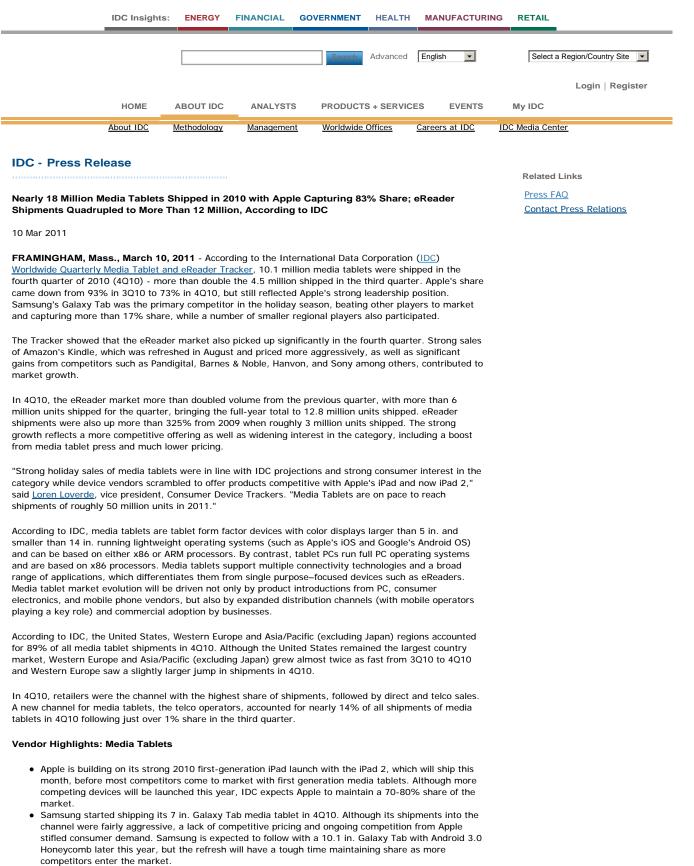
Apple Inc. v. Samsung Electronics Co. Ltd. et al

## Exhibit 47

Dockets.Justia.com



- The recently launched Motorola Xoom is a worthy competitor in function, although the relatively high price is expected to be a barrier to gaining significant share.
- Other vendors and designs are expected to hit the market in earnest in the second half of 2011.

Many of these products will be more competitive in function, like the Xoom, but we expect only those from large vendors with significant marketing and channel structure in addition to a few technologically and price competitive devices to capture significant share. One differentiation path that some vendors are likely to take is to focus on specific market segments, such as commercial. While benefitting from unique product positioning, they are likely to address a smaller overall market and will need to be competitive with devices from Apple and others.

## Vendor Highlights: eReaders

- Amazon continued to lead the eReader market holding just over 48% share in 4Q10 and 2010 overall. Amazon's share recovered in 4Q10 with shipments of the refreshed Kindle (3) after dipping under 40% in 3Q10.
- Barnes and Noble began shipping the NOOKcolor color LCD-based ereader in 4Q10 to support children's books, periodicals, and other graphically rich content. The NOOKcolor is more expensive than epaper-based ereaders and offers a lower priced, less feature-rich alternative to a full-fledged media tablet.
- Pandigital edged out Barnes and Noble for the number 2 spot in 4Q10, although the latter came in slightly ahead on an annual basis.
- Hanvon of China came in as the number 4 eReader vendor with a sequential gain in volume. Half of Hanvon shipments were in China, where it leads the market, but where eReader growth remained modest. International shipments faced greater competition, pushing share down overall.
- Worldwide Sony Reader shipments grew 80.7% during 4Q10 and exceeded 800,000 units for 2010.

The Worldwide Quarterly Media Tablet and eReader Tracker includes quarterly shipment and forecast analysis for over 30 countries including market size and vendor share along with detailed market segmentation and product attributes such as operating system, connectivity, and storage capacity among others.

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