



2009 Application Developers Survey:

iPhone, Android, Palm, Symbian, J2ME, RIM, Windows Mobile

[2009 DEVELOPER SURVEY]



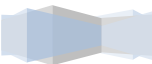
In March 2009, Skyhook Wireless conducted a survey of mobile application developers. Its goal was to quantify developer attitudes toward developing location-aware applications on leading mobile platforms.

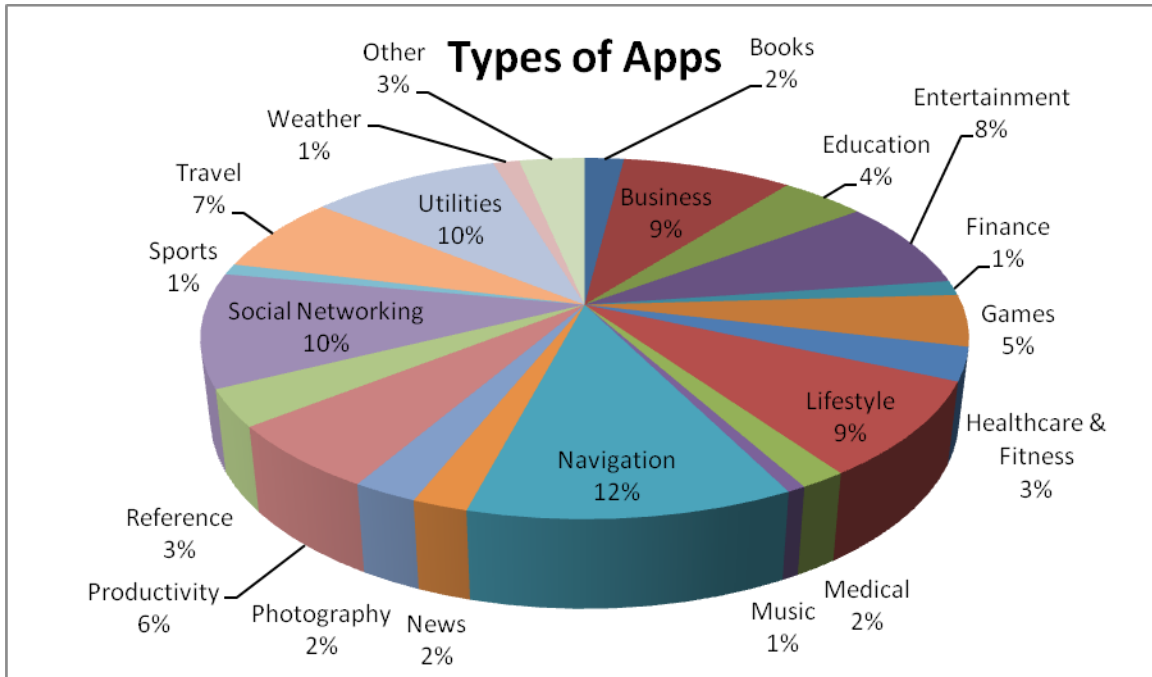
100 developers from six different platforms including iPhone, Android, Symbian, RIM, Windows Mobile and J2ME participated in the survey. Specific areas covered by the survey included desired performance,

The following pages provide the detailed results of the survey, a summary of key findings and conclusions drawn from the results.

Key Findings

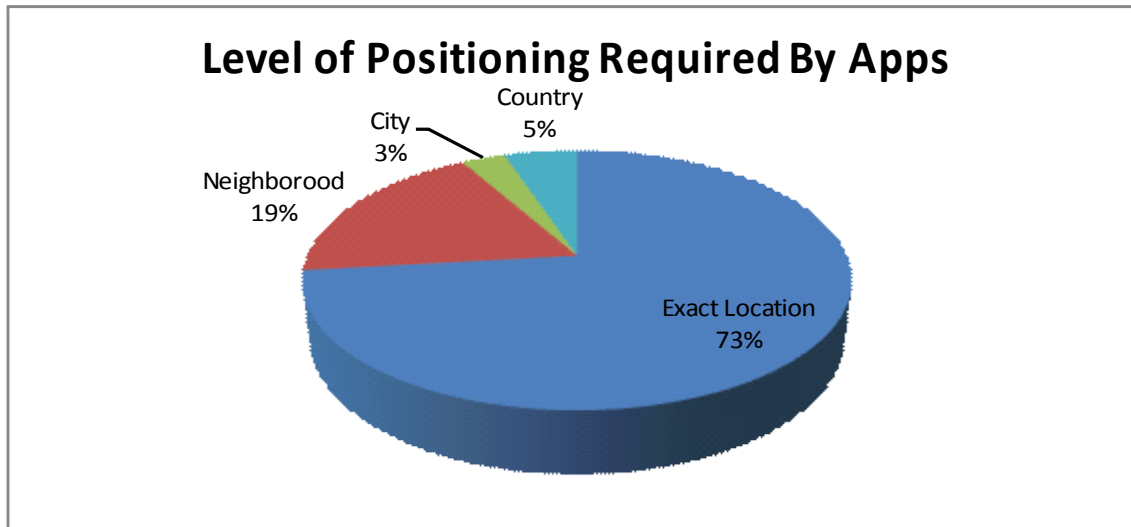
1. 73% of respondents want exact location positioning. City or neighborhood-level targeting is not sufficient for most applications.
2. Applications are designed to be used in metro areas. Very few applications are designed for use in rural areas.
3. Quick location results are very important.
4. 48% of respondents say location sets their app apart, or is a core component to their app. 46% say location increases app value, and would not have developed an app without location.
5. The majority of location-aware app developers will port to other platforms. These developers are most interested in the iPhone and Android. Despite Palm and Nokia's best efforts to lure developers with the Pre and Web OS and Nokia's Ovi Store, very few developers intend to port to these platforms.

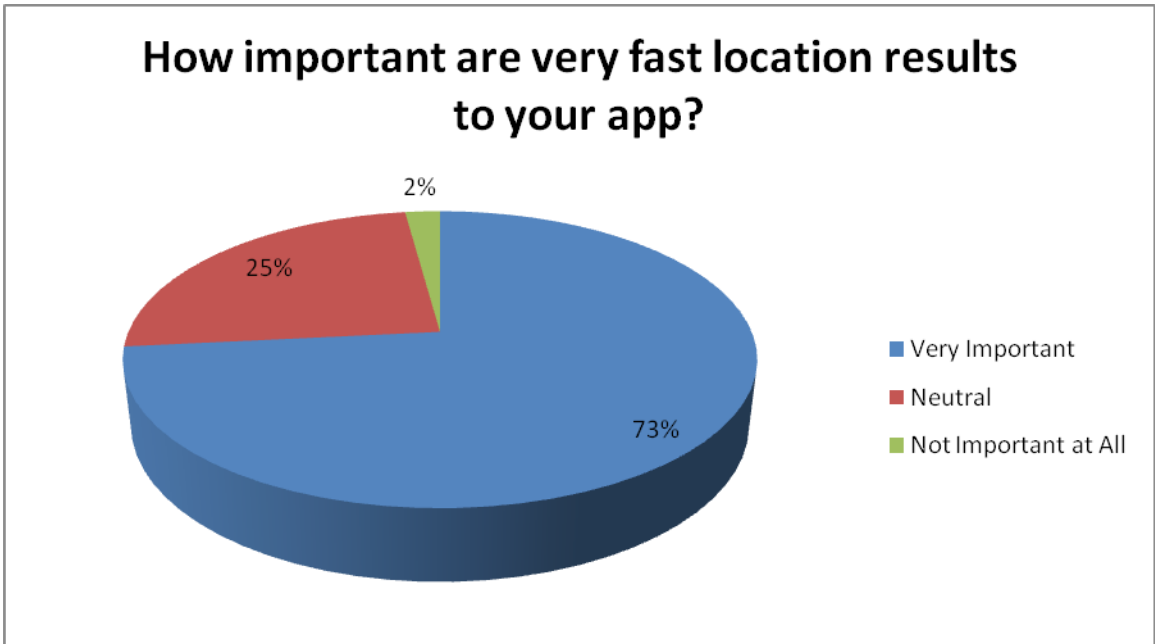




Respondents have developed 21 different types of apps that use location awareness. LBS is no longer about traditional navigation apps.

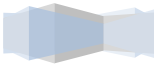
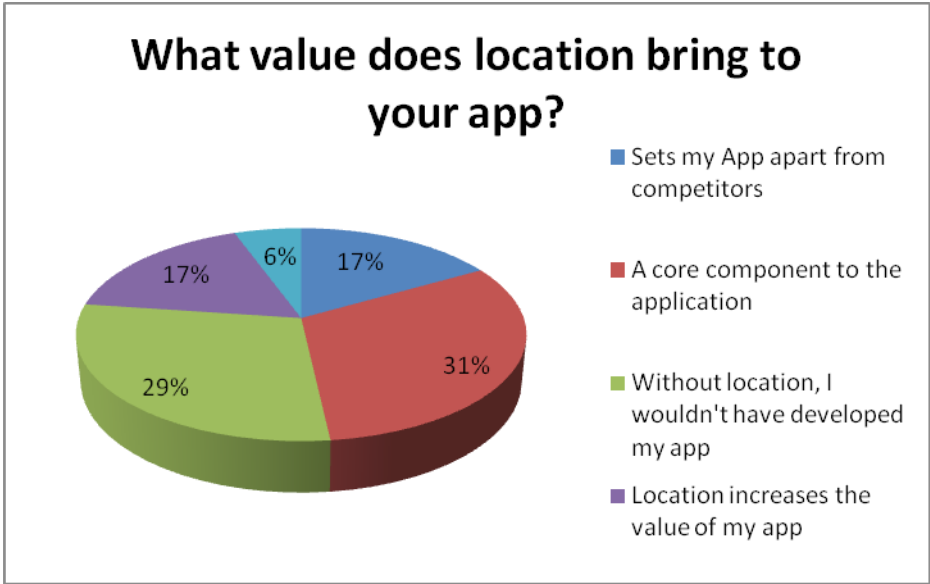
Seventy three percent of all respondents' applications require exact location, while very few require a broader approximation. Ninety two percent of developers say it would enhance their application if exact location could be determined.





73% of all respondents think fast location is “very important.”

47% of respondents say location sets their app apart or is a core component, and 46% say location increases app value, and would not have developed an app without location. Developers use location to differentiate and provide core functionality. Only 6% of respondents see location as a “nice to have.”





56% of all developers surveyed will port their app to other platforms. Developers are most interested in Android. 58% of non-Android developers plan to port to that platform, while 40% of non-iPhone developers plan to port an app to that platform. 26% will port to RIM, and 20% will port to Windows Mobile.

Developers are least interested in Palm and Symbian, with only 8% and 9% of developers planning to port their applications to those platforms, respectively.

