

**Draft release**  
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## **It's not what you text, it's how you text that speaks volumes**

**~ SANYO analysis proves that it's all in the wrist (and hands and thumbs) ~**

How a person texts could say more about them than what they actually send, according to SANYO.

During the course of its product development programme, designed to explore consumers' use of mobile telephony, the Japanese electronics giant identified at least three distinct ways that consumers grip their mobile phones. It also revealed that these methods often influenced why and how they text. For example:

### One-armed bandit

The one-armed bandit holds the phone with one hand and texts with the same thumb for maximum efficiency. Text dexterity is usually a result of early adaptor status to mobile telephony. However, 'cool' credentials are then let down by the fact that their mobile phones can be considered old fashioned by today's standards, although still perfectly functional. Tends to stick '2 txtspek for max FX ;)'. Messages are brief, with a purpose - not to chat. Normally described as organised and efficient; can juggle a number of tasks at the same time.

### The Gamer

This style involves holding the phone like a handheld games console (i.e. with both hands and using thumbs to text). While no stranger to mobile phones, the gamer tends to go for design over functionality. And, given the slightly bigger size of the newer-generation phones, the 'gamer stance' is the most efficient way to hold the phone. Moreover the predicative text features which now come as standard in these newer mobile models, means that texts tend to be longer and chattier - for social purposes, rather than 'just' for communication. Friendly and outgoing, but also reliable, and essentially practical in nature.

The 'ambitexter'

Can text with either the left or the right hand – usually holding a pint or a cigarette in the other. Extremely comfortable with all things mobile-related and very interested in what the next generation mobile telephone has to offer, simply because the mobile phone plays such a big part in his or her life. Will frequently carry on a chatty text conversation at the same time as talking to friends face to face, with no lapse in concentration in either. Normally described as chatty and outgoing with a great social network.

“Of course these are broad generalisations,” said Peter Eldon, Sales & Marketing Director, SANYO Europe Ltd. “And often we see hybrids of all three methodologies and more! But this lighthearted analysis hides the much more important business of getting to grips with customer requirements not only with texting, but to the expanding possibilities mobile phones have to offer. Only by understanding how the customer interacts with their mobile devices, what they use it for, when and why, are we in a position to deliver the product that could go beyond the definition of ‘mobile phone’.”

“What is even more important is, rather than blindly offering a service such as 3G just because it’s new, and then being surprised at the low take-up, manufacturers, operators, and billing and content providers have to work together to deliver something that will prove to be of value to the end-user. Moreover this has to be within a consumer’s context - for example, what will 3G video calling be used for, how will this affect the way consumers communication over mobile telephony? How will that change their daily life?”

“And finally, the development of new services and content needs to be delivered within an educational framework that clearly explains the value-add,” Peter Eldon concluded.

**(590 words)**

## **NOTES TO THE EDITORS**

### **About SANYO Mobile**

SANYO entered the mobile phone market over a decade ago with the inception of its PHS (Personal Handy System), an initiative that pushed the rapid growth of the mobile phone sector in Japan. Since then, SANYO has been one of the early adaptors of new technologies in this field. In Japan, SANYO quickly gained ground in the CDMA technology-based mobile phone market and began its global expansion in 1998 with its partnership with Sprint PCS, the North American operator. SANYO was the first to launch the colour LCD screen handset and camera equipped handset in the US market.

In 2001, SANYO launched Japan's first UMTS single mode mobile phone and continued its enhancement of its UMTS/GSM dual mode mobile phones. SANYO's ownership of key devices, such as batteries, LCD modules and camera modules, ensures that SANYO is strongly placed to drive the 3G market. At the end of 2004 SANYO presented its first 3G phone - the S750 – for the European market. The latest model is the S750i which will be directly available from Orange. The Japanese electronics giant has teamed up with Orange to provide the latest state-of-the-art 3G technology in France and UK. The collaboration is part of SANYO's continuing expansion of its mobile business across Europe.

SANYO is a truly multinational company, comprising 84 production sites, 37 sales organisations and 39 other companies making it one of the largest electronic companies in the world with over 80,000 employees.

For further information, please visit [www.sanyo-mobile.co.uk](http://www.sanyo-mobile.co.uk).

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