

# Newzful

## Technology

### Useful Facts: sample weekly email

- 1. REMEMBER WHEN MAINFRAMES WERE MAINSTREAM?** Tablet computer shipments are predicted to grow 59% in 2013. Customers are choosing smaller, cheaper tablets. **Tablet computers are forecast to outsell the entire personal computer market by 2015.** This year alone tablet shipments are expected to reach 229.3 million units, marking a 59% increase. The figure beats the number of laptops predicted to be shipped by end 2013. (Source: IDC)
- 2. GET A CHARGE OUT OF WALKING:** Energy harvesting startup, *SolePower*, created a shoe insole prototype that charges portable electronics while you walk. As you walk, the energy from your steps is turned into electrical power that's stored in the battery. Walking approximately 2.5 miles will be enough to charge an iPhone. (Source: Mashable)
- 3. JUST A SECOND...SCREEN.** 85% of tablet and smart phone owners use their devices while watching television. (Source: Nielsen)
- 4. FIND LADIES ONLINE** - Measuring time spent by women online: In first place, **American women average 42 hours per month online**, followed closely by women from Canada and the UK. (Source: Nielsen)
- 5. FUN AND GAMES** - More than half of all US mobile phone users—about 125.9 million people or 39.8% of the total US population—**will play games on their phones this year**, as the ongoing explosion in usage pushes mobile gaming revenues to \$1.78 billion in the US. (Source: EMarketer)
- 6. FEELING CONNECTED?** Americans spend an average of **58 minutes per day on their smartphones** -- talking takes up 26% of the time, texting 20%, social networking 16% and visiting websites 14%. (Source: Experian)
- 7. BUYING THE LOVE** - 77 percent of adults on social networking sites have shown support for a product, a service, a company, etc., by becoming a fan, a friend or a follower? When asked why they did so, the **#1 reason given**

**was to get a discount.** (Source: Experian)

8. **MY DEVICE IS BETTER THAN YOUR DEVICE.** Fifty-two percent of millennials rank far above or above average when it comes to being early adopters of technology. That means more than half of adults ages 18 to 34 want to be the first to have the latest electronic equipment, are willing to pay almost anything for an electronic product and actively want to be a source of information on electronic equipment to others. (Source: Experian)

9. **WHY BUSINESSES NEED TO MOBILISE THEIR MARKETING.** Tablet ownership as of May 2013 is closing in on a majority of Americans who are online, 8 to 64, across the United States, with 44% of the population owning a tablet in their household - up from 30% in 2012 which is a 47% growth rate in one year. Already a majority of online Americans (54%) ages 18 to 34 own a tablet. Over half (53%) of all tablet owners in the U.S. have Apple's full-sized iPad. (Source: PRNewswire)

10. **TAKING IT ON THE ROAD.** In 2012, nearly 28 percent of web traffic came from mobile devices, and by 2016, shopping on smartphones and tablets will account for 25 percent of retail ecommerce. (Source: EMarketer)

11. **IS YOUR HEAD IN THE CLOUD?** A key barrier to adoption of cloud is customers' perceived lack of need (46 percent), not security concerns (20 percent). (Source: Accenture)

12. **BABY YOU CAN DRIVE MY CAR** - In 2002, a total of 22,335 hybrid vehicles were sold in the United States – all imported models. By the end of 2012, the total amount sold had risen steeply to 431,798. Of these, 114,291 were domestically produced while the majority, 317,507, were imported vehicles. (Source: Statista)

#### **QUOTE:**

*"Computers are useless. They can only give you answers."* -- Pablo Picasso, artist

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