

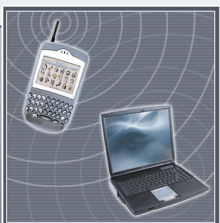
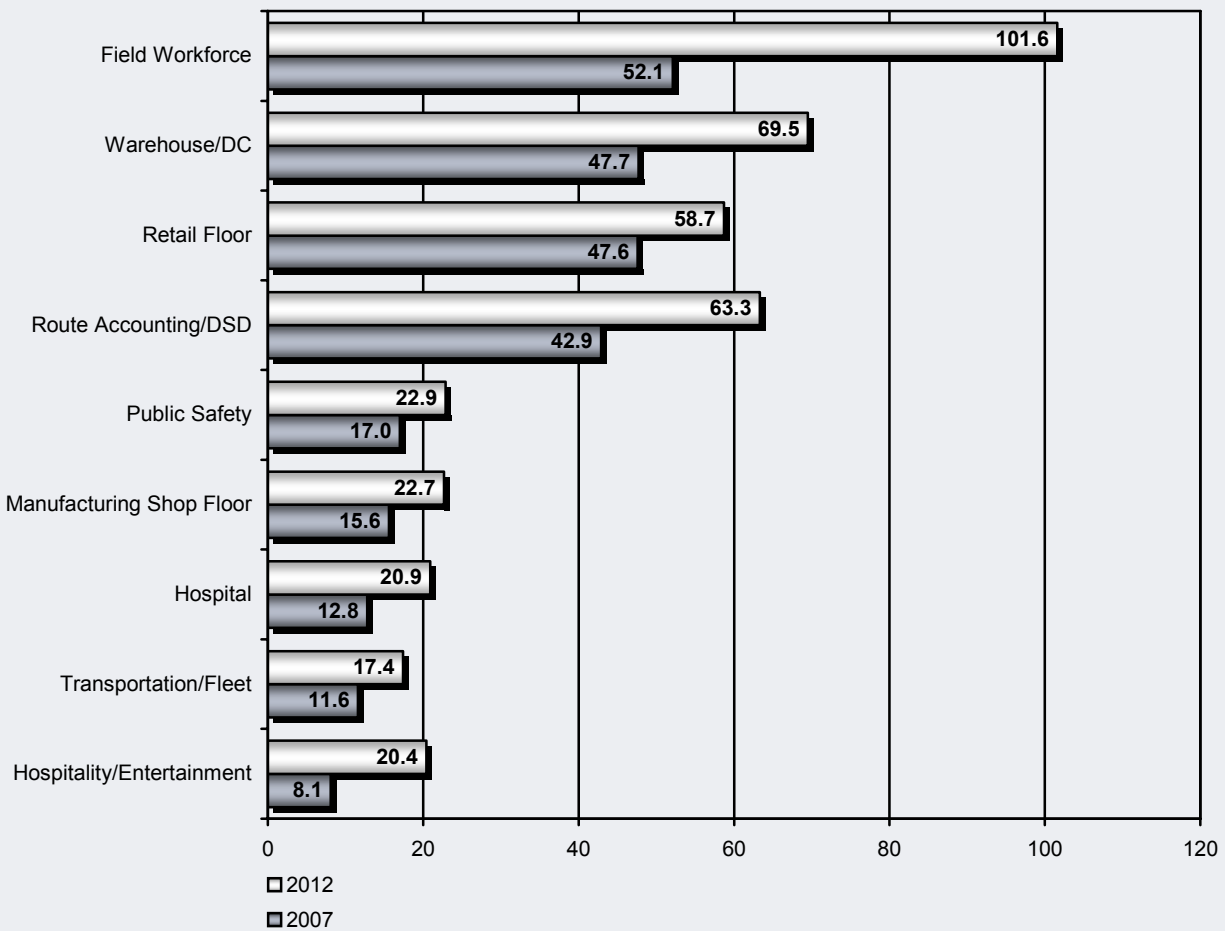


PRESS RELEASE

## The Field Workforce Segment Drives the Mobile Transaction Printer Market

**Natick, Massachusetts – March 28, 2008** – While the market for mobile printers continues to be strong, growth is shifting to new market segments. In 2007 the global market for mobile printers reached \$255.5 million and is expected to grow at a 9.2% CGAR over the next five years. Strong growth is expected in the Field workforce segment, which surpassed in-store retail as the largest application market for mobile transaction printers in 2007. Warehouses and distribution centers also generated more mobile printer revenues than retail stores during the year, and the route accounting/DSD segment is expected to surpass retail during the 2007-2012 forecast period.

Global Shipments of Mobile Transaction Printers Segmented by Primary Installation Environment  
 (In Million US\$)



Continued strong adoption in field workforce applications may be masking softness in other traditional core markets. Retail, with a projected compound annual growth rate (CAGR) of 4.5%, is the most sluggish of all the vertical markets. The retail, mobile workforce, warehouse/distribution center and route accounting/DSD markets together accounted for 74.2% of all mobile printer revenues worldwide in 2007. Of these, only mobile workforce is experiencing double-digit growth.

Changing business processes in the field service segment is increasing demand for mobility and driving change in connectivity and form factor requirements for mobile transaction printers. "As mobile field service applications mature, demand for printed output – specifically to support receipt, work orders and other content – is rapidly emerging," said Peter Crocker, Analyst of VDC's Mobile and Wireless Practice.

Beyond the shift in mobile printer applications and demand by vertical market/industry, there are numerous signals that the mobile printer market is maturing. End-user expectations about printer costs are becoming more realistic, and organizations are becoming less reliant on value-added services. End users reported significantly lower obstacles to adoption than in previous studies and showed increased awareness of mobile printer uses and ROI potential, although there is still room for progress in those areas.

#### ABOUT VDC

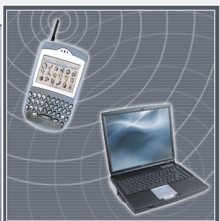
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For further information about *Mobile Transaction Printers: Global Market Demand Analysis*, contact:

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