

## Two-thirds of smartphones will be chipset vendor reference designs by 2019, says ABI Research

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More than one-third of smartphones shipped in 2013 were attached to reference designs supplied by key chipset vendors, of which 69% were targeted at below US\$200 price points. The emergence of reference design programmes by chipset suppliers such as MediaTek, Qualcomm, and Spreadtrum have greatly helped small vendors, notably in China and India to compete in the lowest tier of the smartphone market, according to ABI Research.

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