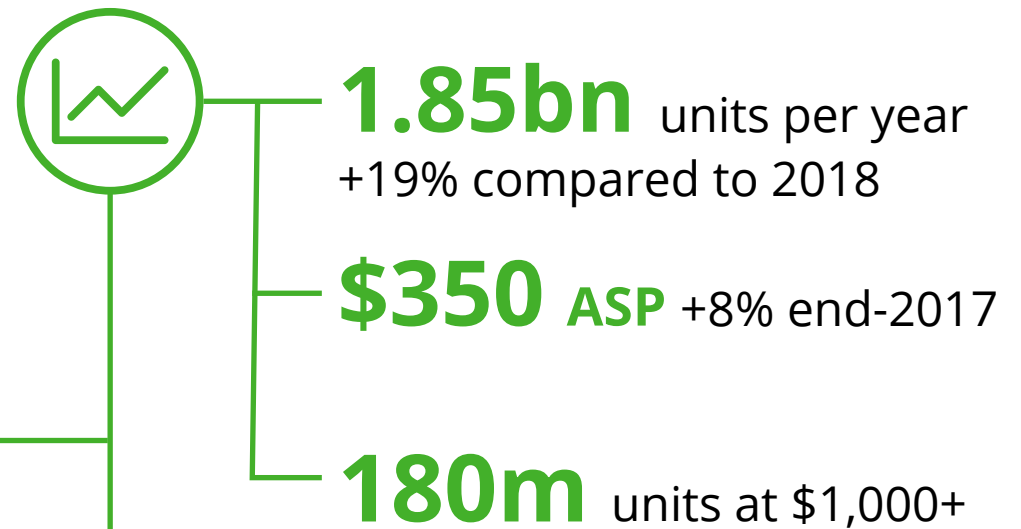
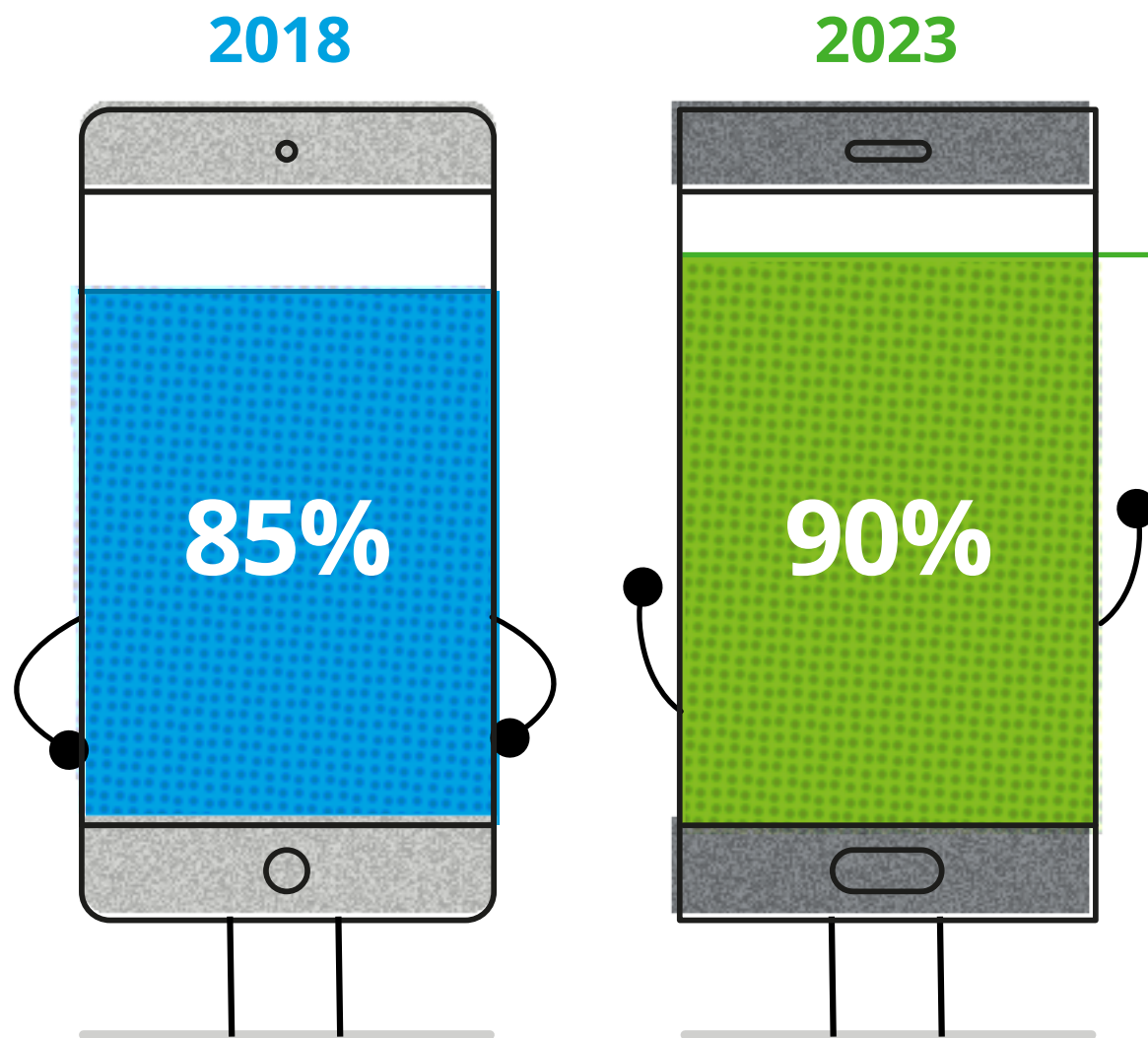


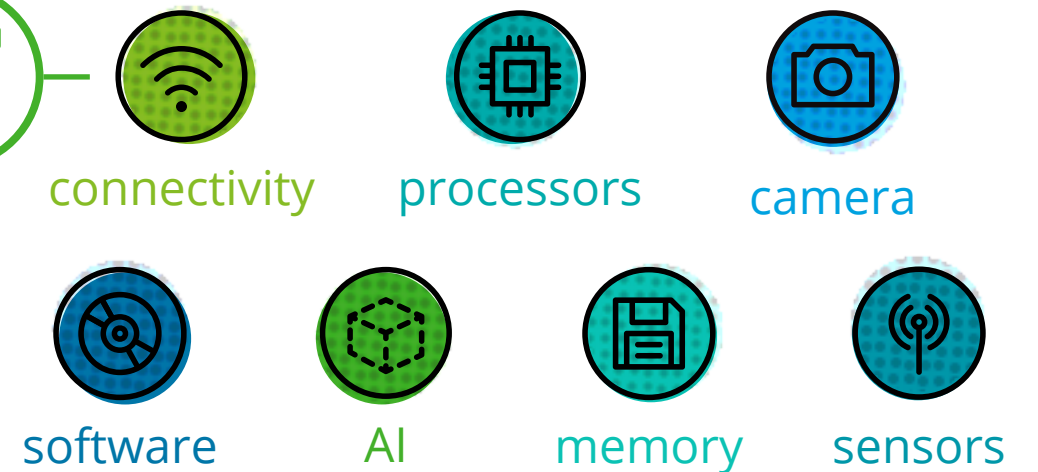
The future of the smartphone: the era of invisible innovation

Deloitte Global predicts that by the end of 2023

Penetration of smartphones (adults in developed countries)



Smartphone's invisible upgrades



Deloitte.

#DeloittePredicts

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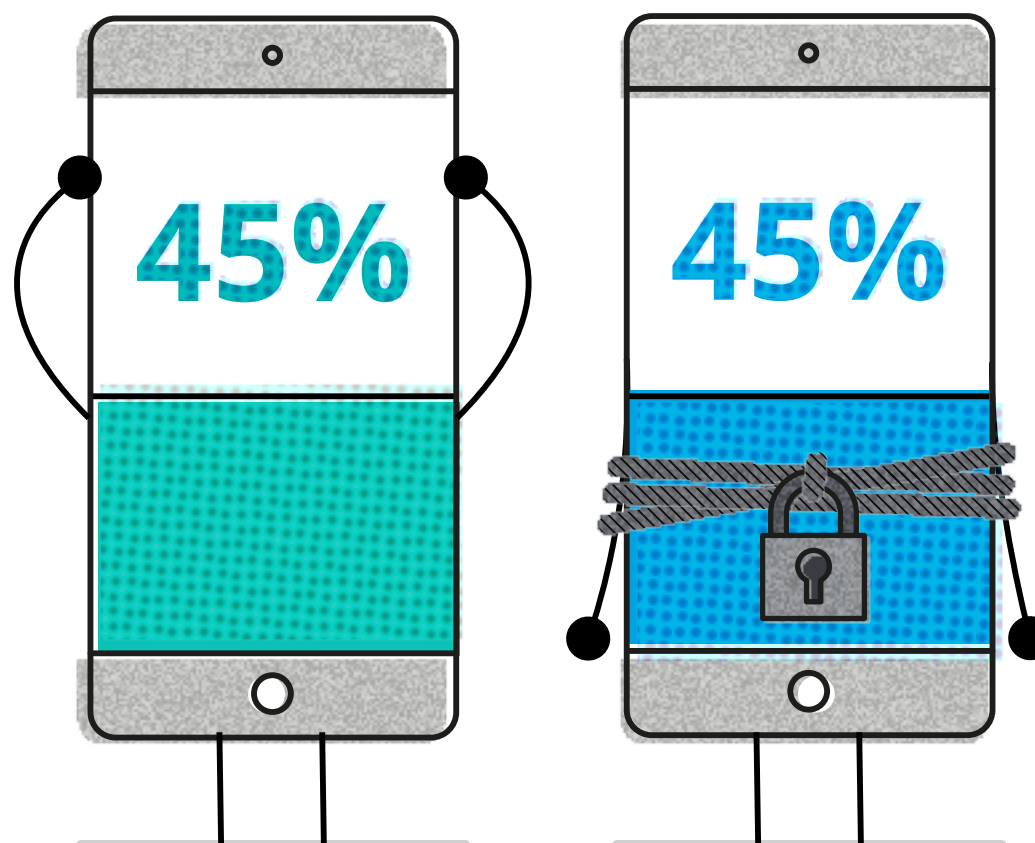
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Smartphones are useful, but they can be distracting

Deloitte Global predicts that in 2018

Global adult smartphone users

will worry
they are
using their
phones
too much



will try to
limit their
phone usage
in various
ways.

2/3 18-24 year olds feel they
use their phone too much

50 no. of times people look
at their smartphone in 2017

<3% are truly addicted
to their phones.

Deloitte.

#DeloittePredicts

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