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| Contact: Bob O’Donnell  TECHnalysis Research, LLC  Phone (650) 224-2355  bob@technalysisresearch.com |  |  |

Press Release

# TECHnalysis Research Top 10 Tech Predictions for 2014 Focus on Impact of Phablets and Other Smart Connected Devices

## Connected Cars, Low End Smartphones, Business PCs, Personal Cloud Services and Companion Apps All Expected to Have an Important Impact Over the Next Year

Foster City, CA, January 2, 2014: TECHnalysis Research, LLC announced the release of its first annual predictions document, highlighting the firm’s picks for the Top 10 changes expected to impact the technology world in 2014. The document focuses on the world of devices, the software and services run on those devices, and the usage of those devices in both commercial and consumer environments.

Topics covered in the document range from:

* The phablet vs. small tablet battle
* The improved health of the business PC market
* The potential shakeup in the smartphone platform market
* The overhyping and disappointing results expected from the wearables market
* The growth of a new category of programs called “companion apps”
* The evolution of mobile applications in the enterprise
* The mainstream adoption of connected cars, connected TVs and other connected devices
* The increased adoption of hardware security solutions, such as NFC
* The impact of new display technologies, such as curved displays and plastic displays
* The evolution of personal cloud solutions into portable digital identity services

The document offers a description of each prediction, the logic and analysis behind the predictions and, in many cases, comments on specific companies that could be impacted by these predictions.

“The biggest evolution the tech industry will see in 2014,” said Bob O’Donnell, founder and chief analyst at TECHnalysis Research, “will be the transition to larger-sized phones and the resulting impact it will have on other types of devices, including tablets, PCs and wearables, as well as the types of applications created for those devices.”

TECHnalysis Research is offering a free download of its “2014 Top 10 Predictions” Market Analysis document via its website at [www.technalysisresearch.com](http://www.technalysisresearch.com). For additional information, please e-mail the author at [bob@technalysisresearch.com](mailto:bob@technalysisresearch.com).

*Founded by technology market research veteran Bob O’Donnell, TECHnalysis Research, LLC provides strategic consulting and market research services to the technology industry and professional financial community. Building on a deep understanding of critical technology and business trends, in conjunction with hard-hitting, original research, the firm provides unique "out-of-the-box" perspectives that are still grounded in the practical realities of the technology, media and telecom markets.*