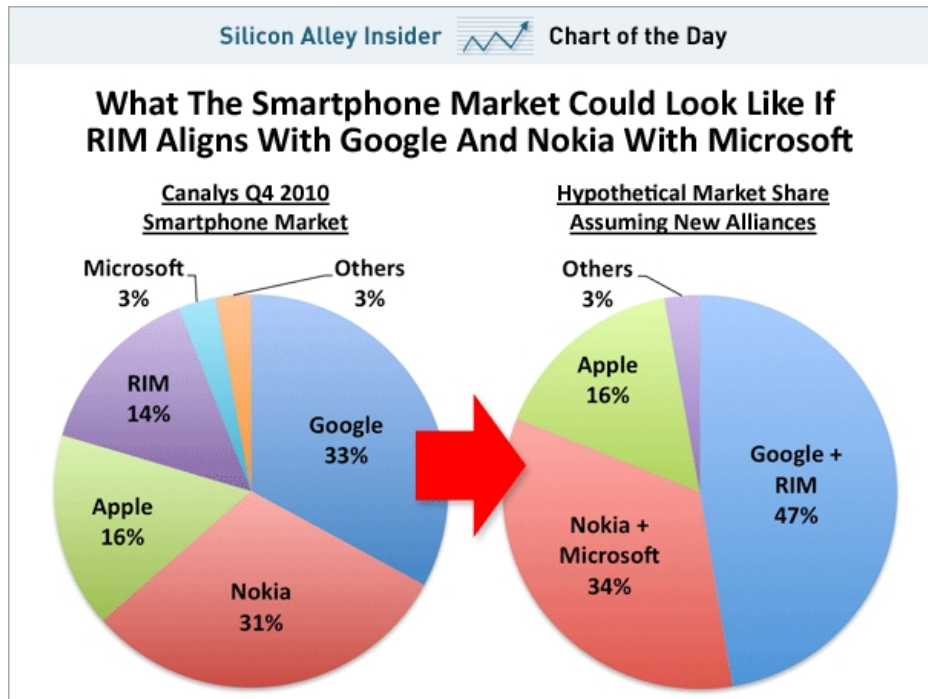


## The Smartphone Wars' Changing Face

Written by Marco Attard  
11. February 2011

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Business Insider speculates on the smartphone war front's potential alliance shifts-- what if Nokia aligns with Microsoft (which just happened) and RIM with Google (also rumoured)?



As Nokia and Microsoft announce their team-up, Business Insider says this would be a huge win-- for Microsoft. Even as Windows Phones 7 gets good reviews, it still fails to reach where it's most important (the consumer's pockets).

Meanwhile Google's Android could get a big boost if RIM's new QNX Blackberry platform handles Android development (resulting in the Playbook and future Blackberry smartphones running Android apps).

Business Insider's hypothetical chart shows Google/Rim taking over 47% of the market share, while Nokia/Microsoft take a 34% worth of the pie-- leaving Apple to feel more of the pressure, as developers start paying more attention to Android and Win Phone 7.

Is there any guarantee the market will turn out this way? Of course not, not when big mobile companies making software platform transitions are involved. Either way, the market is potentially turning into a more interesting place in the next few days...

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