



## Essentials of Mobile Handset Design (The Cambridge Wireless Essentials Series)

*Abhi Naha, Peter Whale*

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# **Essentials of Mobile Handset Design (The Cambridge Wireless Essentials Series)**

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Discover what is involved in designing the world's most popular and advanced consumer product to date - the phone in your pocket. With this essential guide you will learn how the dynamics of the market, and the pace of technology innovation, constantly create new opportunities which design teams utilize to develop new products that delight and surprise us. Explore core technology building blocks, such as chipsets and software components, and see how these components are built together through the design lifecycle to create unique handset designs. Learn key design principles to reduce design time and cost, and best practice guidelines to maximize opportunities to create a successful product. A range of real-world case studies are included to illustrate key insights. Finally, emerging trends in the handset industry are identified, and the global impact those trends could have on future devices is discussed.



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