# USB, Bluetooth Firmly Grip Consumer Mindshare

In-Stat

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USB is the most popular and most used interface among users on both home and business PCs, while Bluetooth is proving highly popular on cell phones, reports In-Stat http://www.in-stat.com [1]. According to an In-Stat survey of US consumers, both interfaces are well known for multiple uses at home and at work.

“For home use, USB flash drives were the most popular USB application, followed by printers and digital still cameras,” says Brian O'Rourke, In-Stat analyst. “For Bluetooth, 34% of respondents use the interface to connect their mobile phones to home PCs. Mouse/keyboards and PDA/handheld PCs were commonly connected via Bluetooth as well.”

Recent research by In-Stat found the following:

- USB is the most-used digital interface in home and work PCs, followed by 1394, Bluetooth, DVI and HDMI.
- Well over half of respondents own a mobile phone with Bluetooth technology; with nearly 60% of them using it to connect a Bluetooth headset.
- Over 25% of respondents with HDMI ports on their PC said they used HDMI to connect their PC to their Digital television (DTV).

This Market Alert is drawn from the In-Stat research, Interface Survey 2009: Tracking Interface Usage on Work and Home PCs ***[2]*** (#IN0904459MI), which covers the US market for interface technologies. It includes:

- Analysis of results from an online survey of US consumers conducted in October 2008 that includes ownership, usage and awareness about USB, 1394 or FireWire, Bluetooth, DVI and HDMI.
- Analysis of interface usage in work and home PCs, as well as desktop and notebook PCs and mobile handsets.
- Discussion of results from questions about the awareness and attractiveness of emerging wireless technologies and consumer willingness to pay extra for these technologies in next-generation devices.

For more information on this research or to purchase it online, please visit: http://www.instat.com/catalog/mmcatalogue.asp?id=161 [3] or contact a sales representative: http://www.instat.com/sales.asp [4]

The price is $1,995 (US).

This research is part of In-Stat's Multimedia & Interface Technologies service, which identifies and forecasts the markets for key interface technologies and tracks penetration of these technologies into PCs, PC peripherals, consumer electronics, communications, automotive and industrial applications. It also examines competitors, industry agendas, technology platforms, semiconductor technology and shipments. Supply and demand-side insights are combined to examine these dynamic, evolving technologies.

Related In-Stat research:

Wired USB 2009: High-Speed Rules, SuperSpeed on the Way [5]

Wireless HD Video Technologies 2009: WHDI, WirelessHD, 802.11n, and UWB All Test the Waters [6]

Road Warrior Connectivity: Device and Interface Use by US Business Travelers [7]

1394 2008: Is FireWire Still Burning? [8]

DVI and HDMI 2008: A Time of Transition [9]

More Information on this Research

- **Title:** Interface Survey 2009: Tracking Interface Usage on Work and Home PCs
- **Service:** Multimedia Interfaces [10]
- **Product Number:** IN0904459MI
- **Publication Date:** July 2009
- **Number of Pages:** 26
- **Price:** $1,995 USD
- Abstract, Table of Contents, Figures & Tables **[11]**
- **Members Only:** Full text HTML [12], PDF [13]
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