Weekly updates on consumer electronics specifications and prices for accuracy across millions of data points

Thousands of new smartphones, tablets, feature phones, and wearables are announced and launched every year across the world. Manually collecting device specification data and monitoring product launches can take hours. Let TRAX do the work for you.

Closely monitor product launches, retail pricing, global product availability, and included technologies with TechInsights’ strategic intelligence database of over 50,000 mobile devices—enabling you to lower costs and effectively benchmark against your competitors.
Why You Need a TechInsights’ TRAX Subscription

SpecTRAX is the most complete, complimentary source of quality-controlled mobile device technology profiles, launch details, global average retail prices, and weekly availability tracking.

TechInsights TRAX databases are designed for Pricing and Technical Analysts, Economists, Consultants, Data Scientists, and Developers interested in tracking the mobile device market, creating models, performing econometric analysis (spec and price regression), developing internal tools, or identifying which smartphones use a particular chipset or 5G band. The visualization platform brings the TRAX databases to life for Portfolio, Product, Account, and Commercial Managers, Reporting Analysts, Pricing and Strategy Teams, and Business Controllers. The TRAX tool’s breadth of coverage, granularity, and attractive design eliminates the need for businesses to use time-intensive manual or in-house data collection. Whether accessing detailed specification profiles of competitor products, current and historical smartphone availability, millions of standalone retail and postpaid bundle prices from network operators, predictions of future smartphone retail values, or to understand the trade-in and refurbished smartphone market, TechInsights’ TRAX has you covered.

Why You Need a TechInsights’ TRAX Subscription

- Successfully position your product to align with your target market’s needs. Using TRAX’s millions of high-quality data points, you’ll be able to identify incumbent models, their specifications, and current and historic global or country-specific* price tier.
- Gain a competitive advantage in the field. With TRAX’s ultra-granular availability tracking, you can identify gaps in the market more easily.
- Effectively manage your product portfolio. TRAX offers the most complete market view of competitor portfolios and their availability alongside weekly retail and postpaid prices.*
- Identify infringements and calculate damages and econometric analysis. TRAX’s rich, quality-controlled historical data is the perfect source to support or protect legal challenges and provide independent, third-party proof of product availability and distribution.
Overview of TRAX Offerings

SpecTRAX Lite

Get full, quality-assured mobile device specification profiles, updated weekly. SpecTRAX Lite tracks top-level, global average retail pricing data from over 50 countries and is the most complete unpaid repository of mobile device specifications and availability in the market. Included within the tool are structured and consistent specification profiles for smartphones, tablets, feature phones, and wearables with weekly, retailer-level availability tracking. Data from multiple, trusted sources are gathered and cleansed to create ready-to-analyze specification profiles. There are currently over 50,000 model variants from >850 brands in SpecTRAX Lite, with 200+ new IDs added each month.

TRAX Premium Bundle

SpecTRAX Premium: With full export capabilities, easily track new model announcements and complete hardware specification profiles for over 50,000 smartphones, tablets, feature phones, and wearables. SpecTRAX breaks down products into more than 350 standardized attributes for data that is exportable and ready to analyze. You'll also get access to product availability from mobile operators and retailers, tracked across over 50 countries. The customizable download page helps you combine spec attributes with availability to not only track specific models but also technologies such as chipset, Bluetooth version, display type, storage capacity, memory type, number of cameras, etc.

PriceTRAX Web: Understand competitor pricing strategies, country-specific and regional dynamics, price erosion, and more with PriceTRAX Web for smartphones, tablets, feature phones, and wearables. View the retail value between variants of the same model to determine technology pricing trends and see current competitor retail prices with a full history dating back to 2010. For the smartphone-interested, save time and effort in smartphone retail price analysis by using our pre-built price monitoring dashboards. Designed for responsiveness, PriceTRAX Smartphone dashboards include bundle pricing analytics, device-only prices, and spec/price analytics. Identify and track models with particular feature sets such as all models with 6–7-inch displays, 128GB storage, and >50MP cameras.

Key Features of TRAX

- Complimentary access to all specification and availability data
- Optional upgrade for enhanced usage including export capabilities*
- Detailed profiles for over 50,000 smartphones, tablets, feature phones, and wearables from more than 850 brands
- Over 350 individual specification fields with more added as technology evolves
- Weekly, monthly, and quarterly availability tracking including live updates when new models launch
- Postpaid/pay monthly smartphone bundles and plan details from operators and retailers*
- Model/variant/specification/retailer granularity
- Current and historical weekly smartphone pricing (back to 2010)*
- Tried and tested data, ready for machine learning applications such as predicting new device prices by model by country*
- Online dashboards with presentation-ready charts and tables*
- Access to our experts with best-in-class response time*
## Bundle Options

### Which TRAX Subscription Bundle is right for you?

<table>
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<th>Features</th>
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<th>TRAX Premium Bundle</th>
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<tr>
<td>Weekly Updates</td>
<td>✓</td>
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<tr>
<td>Over 300 Ready to Analyze Spec Fields</td>
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<td>Pay Monthly Plan Details*</td>
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<td>Unlimited Export Capability</td>
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<td>TAC Codes**</td>
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### Why choose TechInsights?

The TRAX databases from TechInsights are the largest repository of freely available mobile device specification profiles, launch dates, and availability tracking in over 50 countries, and include global average retail pricing delivered through an intuitive user interface with export capabilities*. TechInsights’ deep market knowledge underpins the TRAX databases and builds upon the data stored within the products to deliver market insights through the TechInsights Platform.

TechInsights is a trusted partner and the authoritative source for market analysis and research in the semiconductor industry. We work with our clients to improve their market share and performance. In addition to our exhaustive library of syndicated content and business intelligence, we offer custom analysis solutions for your organization’s unique needs.

*Available in TRAX Premium bundle only
**GSMA license required
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