

TechInsights' SpecTrax

Save time and ensure accuracy with compiled specifications and pricing of consumer electronics on a weekly basis accuracy across millions of data points

Thousands of new smartphones, tablets, featurephones and wearables are announced and launched every year across the world. Manually collecting device specification data and monitoring product launches can take hours. Let SpecTrax 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. SpecTrax is the most complete source of quality-controlled mobile device technology profiles, launch details, global average retail prices and weekly availability tracking.

SpecTrax Subscription

TechInsights' SpecTrax database is 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 SpecTrax database to life for portfolio, product, account, and commercial managers; reporting analysts; pricing and strategy teams; and business controllers. Breadth of coverage, granularity, and attractive design eliminate the need for businesses to use time intensive manual or in-house data collection.

Whether accessing detailed specification profiles of competitor products, or current and historical mobile device availability, TechInsights' SpecTrax has you covered.

Why You Need TechInsights' SpecTrax



Successfully position your product to align with your target market's needs. Using millions of high quality datapoints from SpecTrax, you'll be able to identify incumbent models, their specifications, and current and historic global* price tiers.



Gain a competitive advantage in the field. With SpecTrax's ultra-granular availability tracking, you can easily identify gaps in the market.



Effectively manage your product portfolio. SpecTrax offers the most complete market view of competitor portfolios, and their availability alongside retail prices.



Identify infringements, calculate damages and econometric analysis. Rich, quality-controlled historical data from SpecTrax is the perfect source to support or protect legal challenges, and provide independent, third-party proof of product availability and distribution.

Overview of SpecTrax Offerings

SpecTrax Pro:

With full export capabilities, easily track new model announcements and complete hardware specification profiles for over 50,000 smartphones, tablets, featurephones 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. 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.

The SpecTrax Pro database includes over 80 million retail prices collected every week since 2010. Subscribers use SpecTrax Pro to understand competitor pricing strategies, country-specific and regional dynamics, price erosion, and more for smartphones, tablets, featurephones and wearables.

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, featurephones, 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 more than 850 brands in SpecTrax Lite, with 200+ new IDs added each month.

Key Features of SpecTrax

- Complimentary access to all specification and availability data
- Optional upgrade for enhanced usage including export capabilities
- Detailed profiles for over 50,000 smartphones, tablets, featurephones, 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
- Model/variant/specification/retailer granularity
- Custom cuts of current and historical weekly, monthly, or quarterly retail pricing (back to 2010)
- Tried and tested data, ready for machine learning applications such as predicting new device prices by model by country
- Access to our experts with best-in-class response time

Bundle Options

Features	SpecTrax Lite	SpecTrax Pro
Weekly Updates	✓	✓
Over 300 Ready-to-Analyze Spec Fields	✓	✓
Availability by Model by Channel and Country	✓	✓
Global Average Launch Price	✓	✓
Global Average Current Price	✓	✓
Global Average Latest Price	✓	✓
Cuts of Historic Retail Prices by Model by Channel and Country	✗	✓
Dashboard and Machine Learning Ready Spec and Pricing Data	✗	✓
Export Capability	✗	✓

Why choose TechInsights?

SpecTrax Lite and Pro 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 SpecTrax 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.

Tech Insights



TechInsights is the information platform for the semiconductor industry.

Regarded as the most trusted source of actionable, in-depth intelligence related to semiconductor innovation and surrounding markets, TechInsights' content informs decision makers and professionals whose success depends on accurate knowledge of the semiconductor industry—past, present, or future.

Over 650 companies and 55,000 users access the TechInsights Platform, the world's largest vertically integrated collection of unmatched reverse engineering, teardown, and market analysis in the semiconductor industry. This collection includes detailed circuit analysis, imagery, semiconductor process flows, device teardowns, illustrations, costing and pricing information, forecasts, market analysis, and expert commentary. TechInsights' customers include the most successful technology companies who rely on TechInsights' analysis to make informed business, design, and product decisions faster and with greater confidence. For more information, visit www.techinsights.com.

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