MOBILE PHONE & WIRELESS DEVICE DEVELOPMENT TIMELINE

24 - 18 MONTHS FROM LAUNCH



MARKET RESEARCH IDENTIFIES SEGMENTS, NEEDS AND FEATURES

18 - 16MONTHS FROM LAUNCH



INITIAL PRODUCT CONCEPT

16 - 14MONTHS FROM LAUNCH



DETAILED PRODUCT CONCEPT

14 - 12 MONTHS FROM LAUNCH



BRIEF FOR DESIGN TEAM

12 - 8
MONTHS FROM LAUNCH



PROTOTYPE DEVELOPMENT

Includes decisions on the product form factor, technologies to be included, operating requirements etc.

8 - 7MONTHS FROM LAUNCH



BUILD OF MATERIALS

Full Product costing

7 - 5MONTHS FROM LAUNCH



PROTOTYPE DESIGN FINALISED PRE-COMPLIANCE SAR TESTING DONE

4 - 2MONTHS FROM LAUNCH



FULL PRODUCT COMPLIANCE ASSESSMENT TESTING

*Actual production models must be used for testing purposes. For a multi-band phone more than 8,100 individual tests must be undertaken for the phone to comply with all relevant standards, guidelines and requirements

2 - 2MONTHS WEEKS



USER MANUAL FINALISED AND PRINTED

*Data and results from testing is required in order to finalise manuals

2WEEKS



SHIPMENT AND DISTRIBUTION OF PRODUCT

LAUNCH DATE

