



Simtrak™ News

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TECH TALK

Smartphones Around The World

Not there yet, but Apple is headed soon for selling iPhones at a rate of 100 million units per year. But, on top of that, other smartphone sellers will when combined sell about four times as many, which will soon make the world-wide market 500 million units per year. That is one for every 14 persons (of all ages) in the whole world. By yearend, it is generally accepted among forecasters, Android will become the most popular among smartphone operating systems. Then, in a few more years, Android should account for up to one-half of all smartphones produced, with Blackberry, Apple iOS, Symbian, Windows Phone/Mobile, and others sharing the remaining half of the market.

In Western Europe, Android became the market leader in smartphone sales a year ago (per IDC), and growth should continue for several years at a 37% per year rate, becoming close to one-half the market by around 2015.

In Asia, Telecomasia.net forecasts the Android smartphones will already surpass 50% of the units sold there by yearend this year. In Southeast Asia it already is at 40%, reportedly.

Latin America accounts for about 8% of the worldwide smartphone demand, and rapid growth has helped offset the partial slowdown in North America and Western Europe.

The Middle Eastern market for smartphones is about 5% of the world market.

The *Financial Times* reports that Samsung is expected to have overtaken Apple as the leading worldwide smartphone seller by last month (awaiting statistics).

ACADEMIC VERSION of our software available without charge for Athletic Training and Sport Physiotherapy Educational Use. If you teach in a college or university program, contact us for more information about using Simtrak™ Mobility X in your curriculum.

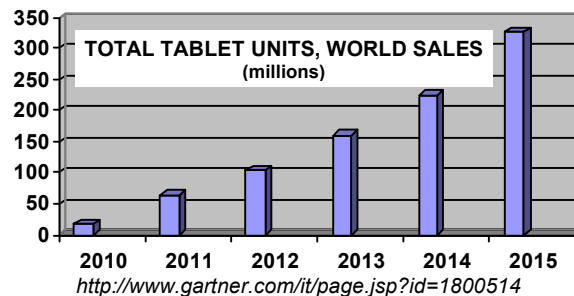
TABLETS everywhere

Last year (2010), Apple had 83% of worldwide tablet sales, says the Gartner research firm. This year, Gartner thinks Apple will retain 73% worldwide. By 2015, it should be down to 50%, as technology pushes come from others. Here are the trends. Annual sales will be five times greater in 2015 than in 2011.

Worldwide Sales of Media Tablets to End Users (Thousands of Units)

OS	2010	2011	2012	2015
Android	2,512	11,020	22,875	116,444
iOS	14,685	46,697	69,025	148,674
MeeGo	179	476	490	197
Microsoft	0	0	4,348	34,435
QNX	0	3,016	6,274	26,123
WebOS	0	2,053	0	0
Other	235	375	467	431
Total Market	17,610	63,637	103,479	326,304

Source: Gartner (September 2011)



How Many Android Tablets Are Really Out There?

(article review, PC Magazine, Damon Poeter, 16Oct11, ref. also to Android developer AI Sutton)

Apple openly reports unit sales numbers. Other firms generally do not. They talk shipments. Also, Apple sales are all to end users, while other tablet makers ship to inventories. Bottom line, it is not easy to know how many Android tablets are in use. Chris Davies at SlashGear wrote on October 14 of a special calculation of the number of Android tablets loose in our hands, worldwide. It is 3.4 million, maybe a bit higher. That compares to something well past 40 million iPad's living among us. So, something more than ten to one.

Extra Note: In China, iPad's have been accounting for 75% of tablet sales. But in India, where tablets have been a small market so far, there have been 14 Galaxy Tabs sold for every one iPad.

TABLETS the new remote access

With the rise in number of apps for tablets, there are more and more ways to use them. One new trend is using a tablet to run a laptop/desktop. Yes, buying a computer to run a computer. It is the ultimate way to have all your software "available" on a tablet, even when it requires a Mac or Windows PC.

SPORT TRIVIA

The 2011 Rugby World Cup was won on Sunday, October 23, by the New Zealand rugby union national team, the historically champion All Blacks.

How many other world sport events are larger than this World Cup event? Name them.

ANSWER: The Rugby Union World Cup is the third largest world sport event. The two larger events are (ignore numbers): OZLY7ZMP13CS and 4F477FAW\$OR65LD8 6CU99P.

TACKLE THIS TERM

The next Android operating system for tablets will be called:

___ E ___ E A ___
___ A N ___ I ___

Android 4.0

ANSWER: (long 2) (glodmy 2) @comcast.net

FEATURES

Simtrak™ Mobility X

INSURANCE CARDS AND ROSTERS

print with various sorts and formats

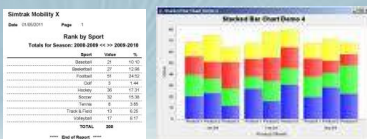
REFERRAL ENTRY AND TRACKING



PATIENT / STUDENT SELF ENTRY OF DATA



CHARTS AND GRAPHS



PAPERWORK TRACKING

physicals, permissions, insurance documents, emergency contacts, forms, everything you may require of your athletes when it comes to documents you need from them

CUSTOMIZE PULL-DOWNS

create your own pull-down selections for your data entry the way you want it

THREE PRICE LEVELS
one will fit your budget

Operating Multiple Sites Without Internet

For many sports medicine services, there is a need to operate without the benefit of an internet connection and across multiple locations. Examples are: clinics and hospitals supporting various outside athletic organizations, leagues with teams at sites where internet access is limited, and highly mobile organizations that cannot afford the time delay and expense of deferring record-keeping tasks / athlete data availability from one internet connection experience to the next. For such sports medicine operations, Simtrak™ Mobility provides a special synchronization tool.

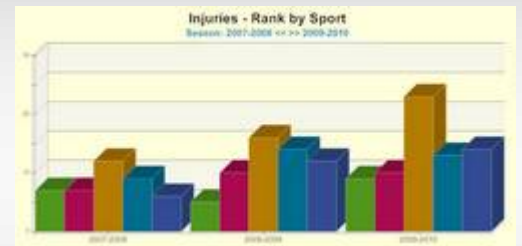
Using a mobile Windows PC device or a Mac running a Windows emulation package, a user can have their complete sports medicine documentation system available 100% of the time, with the ability to synchronize with others in their organization. This enables full and continuous live up-to-date data residing with the athletic trainer or sport physiotherapist on any playing field, while retaining the internet ability to update to (synchronize with) a central location when internet access is available. The Simtrak™ Mobility software has been one of the early developers of data synchronization on the internet, and it continues to be a leader in technological innovation in remote data synchronization.



Doing Your Own Research Project

Have you ever had an idea for a meaningful research project that you wanted to do? Maybe it was a small specialized local investigation within your own athletic organization, something you thought needed to be checked into. Maybe it was a larger project across a number of teams or across a group of organizations with some common ground, such as among several cooperating schools.

Usually, the design of the project is the easy part. You have in mind what you want to measure and how to do it. The barrier is cost and budget approval. The method for data collection and management is the third leg of the stool. It has to be a reliable process and low cost, with ease and simplicity of use.



Simtrak™ Mobility software has customized tools within it for conducting injury research. It is a feature that ships as standard with all levels of the product. Furthermore, the presentation tools for reporting and displaying your research results are all part of the Simtrak™ Mobility package.

Even if you are not able to purchase and incorporate the full Simtrak™ Mobility software into your organization, and you still have a research project in mind, we would like to hear from you. We have other opportunities for you to accomplish your research and make a contribution to sports medicine with your research efforts. Call us at 630-562-4100 or write to us at sales@simtrak.com.

CONTACT US WITH YOUR RESEARCH IDEA FOR SPECIAL OFFER
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HOSPITAL OR CLINIC SYSTEM SPECIAL CUSTOM PACKAGES

Hospitals and clinics serving multiple locations in outreach type programs greatly benefit from Premier Software's Third Party Provider Program. The package includes:

- discounted software,
- set up services,
- staff training, and
- special ongoing support pricing.

contact:

630-562-4100
sales@simtrak.com

The end result is a system that collects full athletic training records from any variety or mix of similar or disparate locations or digital environments, and that provides a common easy-to-manage centralized reporting.