

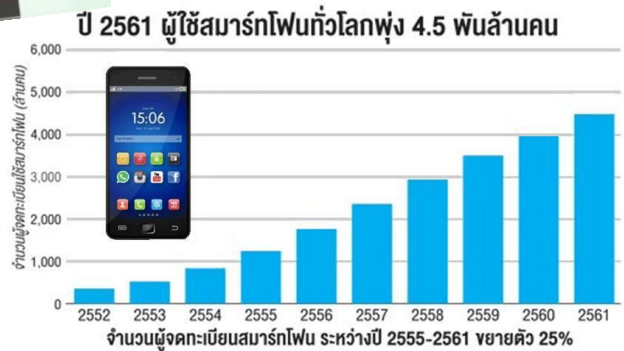
Voice of Thai consumers from **INTAGE (Thailand) Co., Ltd.**

Flash is INTAGE Thailand's regular publishing to our valued clients to inspire them with insightful information about the current issues or topics of interest in the market place.

Smart User with Smart(er) Phone



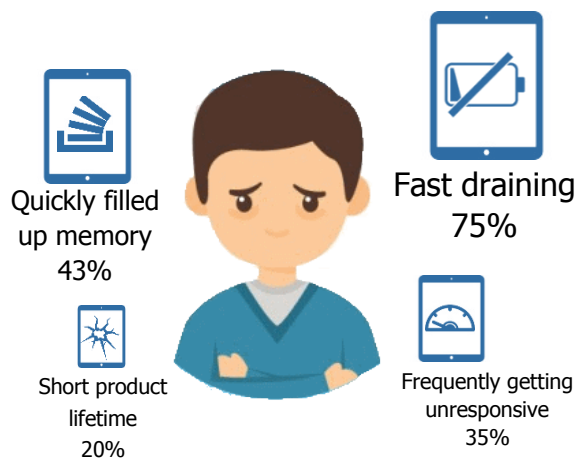
The growth rate of smart phone users continuously rises annually and the number of smart phone users is expected to reach 4.5 billion by 2018.



Source: <http://www.manager.co.th/iBizChannel/ViewNews.aspx>

How well do you know your smart phone?

The major problems people always complain about their favorite smart phones are the fast draining battery, quickly filled up memory, frequently getting unresponsive and very short-life. These problems could be insignificant if we knew our smart phones better.



Source: Self-completed online interview among 200 smart phone users in Bangkok by INTAGE Thailand's online panel

- **The mobile phone signal and the battery**



When you're in the low signal or no signal area, your smart phone is still consuming the battery energy in the process of finding the network signal which will make the smart phone's battery drain pretty fast and you might not even realize this.

- **The quickly filled up internal memory space**

The storage space of a smart phone is considered small when compared to that of the laptop or PC. Using extended memory card or an online storage space service like Cloud Storage will help solve this problem.



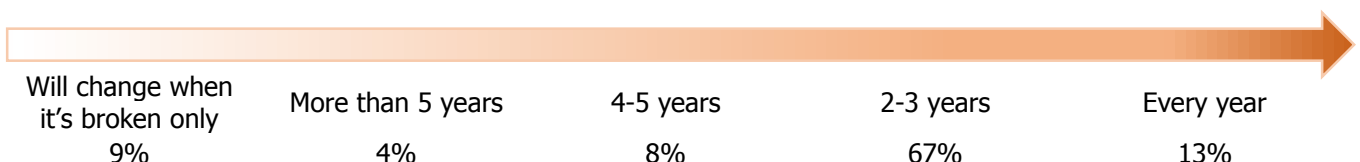
- **The problem of getting freeze**



The heavy usages may cause the freezing problems due to the fact that a smart phone operates on the same basic principles as in a laptop or PC. Shutting it down and rebooting it to give the device a short break will help.

Don't ditch the old phone after buying a new one!

Smart phone manufacturers frequently launch new models which tempt consumers to buy the new ones. From the recent study, most consumers change their smart phones every 2 or 3 years and 15% of male consumers will change to the new models every year.



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However, the outdated smart phone still has many features we can use as follows,

- GPS Tracker: prevent your car from being stolen
GPS Tracker is the device that can receive the signal from a satellite and notify the user of the geographic coordinate, the present location. If your smart phone is not that old, it would have the GPS chip or satellite signal receiver chip that works pretty fast and precisely.

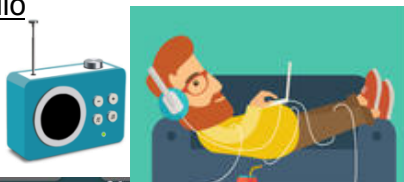


 **Android GPS Tracking App**

For Android users, you have to install the GPS Tracker application. If you're an old iPhone user, it will be easier. All you have to do is turning on the feature "Find My Phone". Then, you can use your smart phone as a GPS Tracker device to keep tracking and telling you its location.



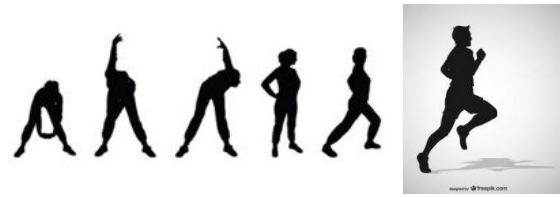
- Online Radio



Most of the outdated smart phones don't have the FM radio feature. But we can connect it to wi-fi or internet to listen to the online radio station by installing our favorite online radio applications or we can add the mp3 music files into it. When we want to listen to the songs, we just connect that old phone to the mini external speakers. Then, we can sit back and enjoy our songs without wasting our new phone's battery.

- The exercise and calorie burning tracker

If you have an old smart phone, you can use it that way. For Android OS, you just download and install the application "Google Fit" which will change your old phone to the exercise tracker and you can also use it as a personal music player while you're working out. Now you can keep your new phone safe as you don't have to risk it with being dropped to the ground or being soaked with sweat while you carry it along with your exercise routine.



Recently, we tend to change our smart phones more often. Therefore, the usage allocations between the old and the new ones will allow you to make the most of them, and become a real smart user.

Source of Image:

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