Bluetooth Speakers - Patent Overview in the years 2011 - 2016

Description: Retail industry dominated the global Bluetooth speakers segment throughout the forecast period 2015 to 2020. This segment accounted for a market share of around 35% in 2015. The retail industry in Bluetooth speakers market is anticipated to reach a value of USD 3.06 billion by 2020 with a CAGR of 37.74% during the forecast period 2015 to 2020. The Bluetooth wireless speaker is used to generate audio by iPhone or iPad that can be streamed to the speaker from within a 32-foot radius within a store with wireless capability by the retailers. Hence, there is an increase in adoption of Bluetooth speakers by the retailers to attract various consumers towards their products. This is possible with the advancements in the technology that helped for improving the product better. The improvement is in the form of the features. One of them is the reduced size of the speakers which is made portable. There are many other types that have arrived into the technological area due to the research and development. The retailers are using these speakers to announce various specifications, benefits, and customization of their products. In addition, the Bluetooth speakers are also used to play a wide variety of music in their stores to mesmerize the customers. Retailers are extensively using the Bluetooth speakers because of the wireless charging technology, which has a potential backup for 12 hours and moreover, these speakers are available in different sizes, shapes, and colors and are also affordable by the retailers and are proving to be the best alternative source for marketing their products.

Who can use the report?

R&D personnel
- Help in mapping the big players in the broad spectrum of the technology
- Helps in digging out white spaces that identify the technology gaps
- Cognizant about the chronological developments in the technological field for the last 5 years
- Finding alternative technical solutions to a problem

Directives
- Helps in knowing the innovative focus of companies, industries, and countries
- Determining the strengths and weaknesses of own or any particular company patent portfolios
- Spotting the new competitors

Legal assessors and representatives
- Filing trends either for the overall number of patents or just for certain groupings in the last 5 years

Financial and fiscal assessors and representatives
- Forms the base for the evaluation of patents within the context of the control of organizational resources and accounting

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Contents:
1. Objective
2. Overview
3. Search Strategy
   Searches run to retrieve last 5 year related patents
4. Patent set segmentation
   (The patents obtained in the searches would be segregated based on the top 2 or 3 major categories on the search database itself.
   The patents can also be segregated by performing a detailed manual analysis where every patent would be read and the information would be listed under the categories. If the detailed analysis of each and every patent is required, the requestor can ask for the patent analysis report)
5. Categorization Tree
   (This represents the general overview of the major concepts disclosed in the patents and the number of patents in each segment)
6. IP Publication Trend
(Graph 1: Patent count based on earliest publication year
Graph 2: Patent count based on earliest priority year)
7. Top 10 Assignees Graph
8. Research Breadth across various jurisdictions: Key Statistics
   (Geographical distribution of patents with count of records, filing years and key assignees)
9. White Space Matrix (Technology)
   (Possible number of charts and graphs will be provided for the major categories of the patent set)
10. Legal Status Graph
11. Summary
12. Disclaimer
Note: To have
   a) In-depth patent analysis
   b) Top Assignee-Key statistics
   c) Top Inventors-Key Statistics
   d) Companies new in technology space
   e) More charts & graphs for the technological data existing in the patents
   f) Patent Overview for more (say 6 or more) number of years or with no restriction of the years.

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