



**FIGURE 1.2 The number manufactured per year of tablets and smart phones, which reflect the PostPC era, versus personal computers and traditional cell phones.** Smart phones represent the recent growth in the cell phone industry, and they passed PCs in 2011. PCs, tablets, and traditional cell phone categories are declining. The peak volume years text are 2011 for cell phones, 2013 for PCs, and 2014 for tablets. PCs fell from 20% of total units shipped in 2007 to 10% in 2018.