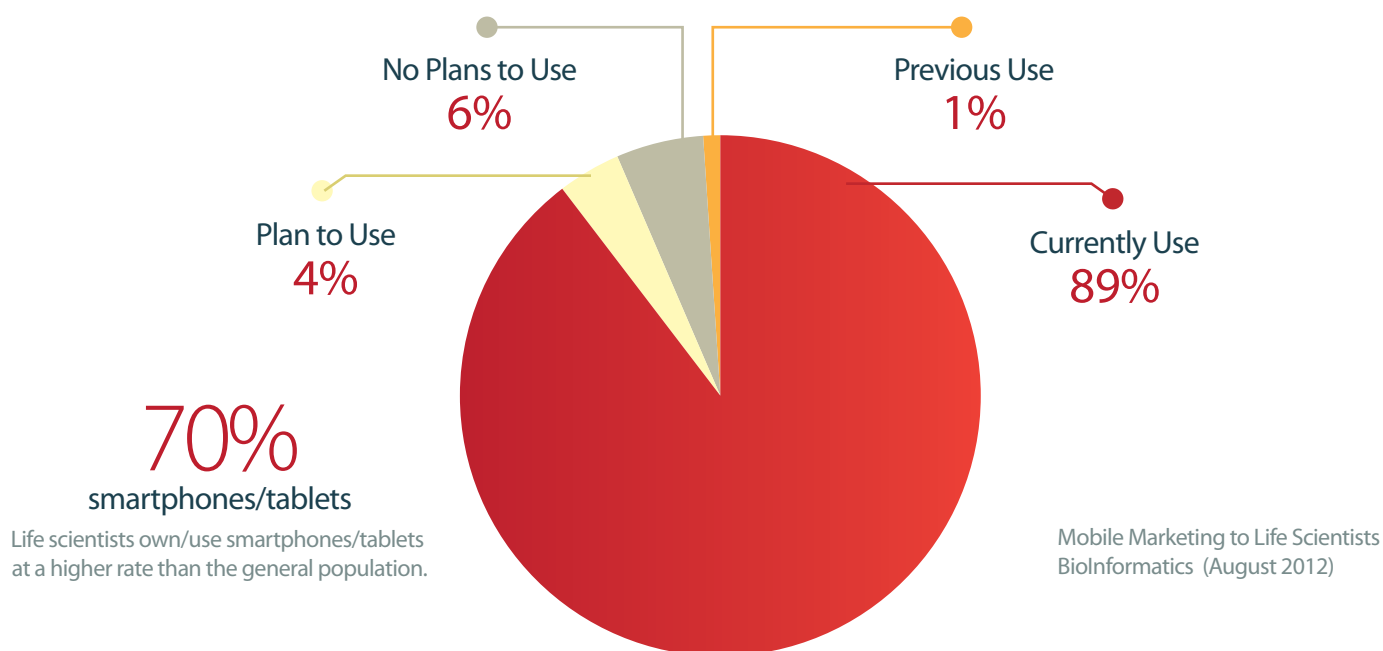


Increasing Mobile Usage in Life Sciences



Portable/Mobile Device Use by Scientists



- At the end of 2011, there were 6 billion mobile subscriptions.
Two-thirds of life scientists own a smartphone.

- The number of consumers in the U.S. who own a tablet computer now exceeds 13% just two years into the market's existence.
One-third of life scientists own a tablet.

- Mobile internet will overtake desktop internet usage by 2014.
72% of life scientists regularly use a mobile device to support their research in the lab.

- Half of U.S. adult cell phone owners (50%) now have apps on their phones.
68% of life scientists have apps on their phones.

- Nearly one-in-three consumers would like brands to send them promotions via a mobile device.
56% of life scientists would like lab suppliers to send them protocols and application notes via a mobile device