



# ANALYSIS OF VISERMARK SCORES 2020-2022 SMARTPHONE UPDATE

Insights from Smartphone Battery Performance Testing  
Results and Reviews celebrating the 2nd Anniversary of ViserMark



# In a fast and dynamically changing market, smartphone users demand good, reliable and well-performing mobile devices.

For smartphone manufacturers to gain any competitor advantage, creating the best user experience is vital to them.

By taking a closer look at the data from our strict, repeatable and rigorous testing protocol, over the last 2 years, we can identify what smartphones are performing well and translate this information into ViserMark Labels, which are ideal when researching and comparing smartphones.

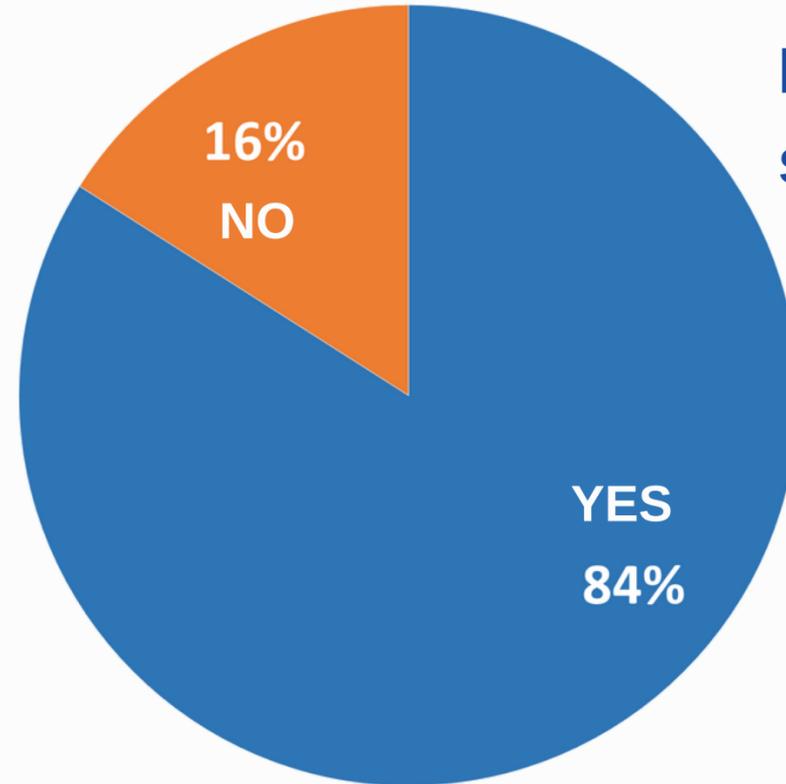


## What do smartphone users really, really want?

Here at Visermark, we know that daily usage and how you use a mobile device are dependent on battery life.

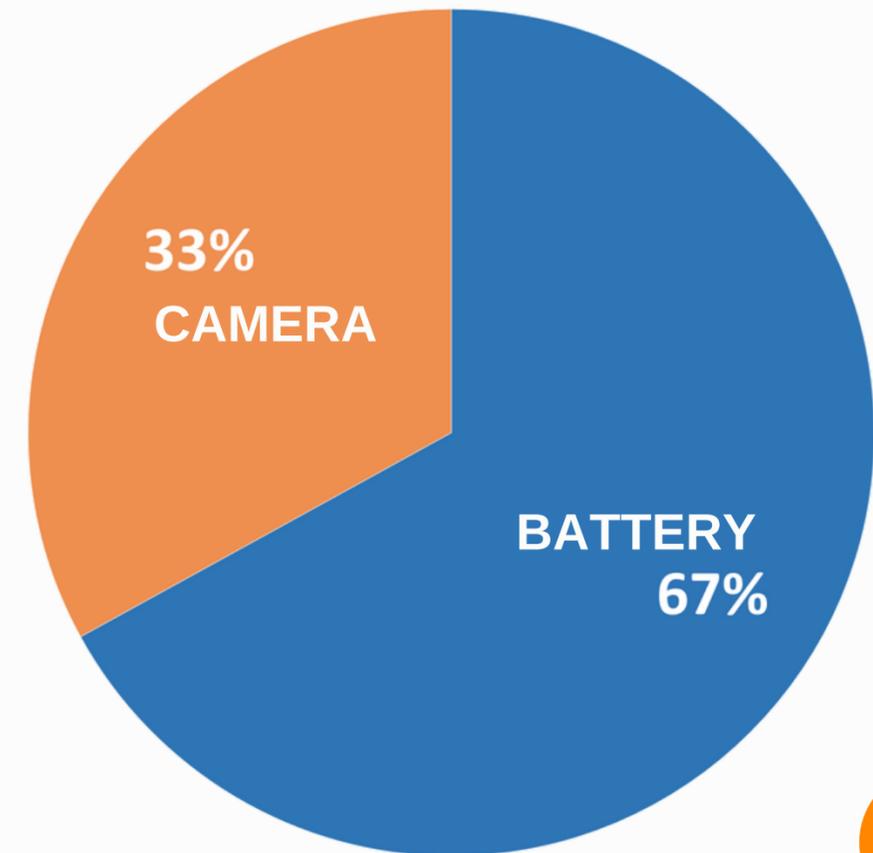
Battery performance still remains one of the most important considerations when buying a smartphone.

Don't take out word for it... We conducted a few polls, asking our audience a few questions and this is what we discovered.



Do you research a smartphone before buying it?'

What's more important when choosing a smartphone - battery life or camera quality?

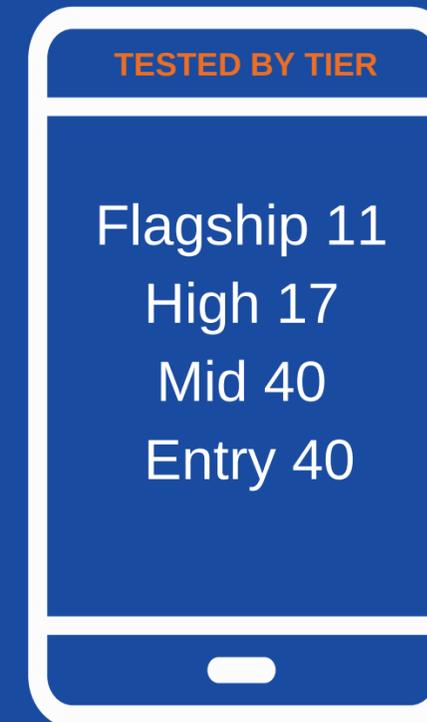
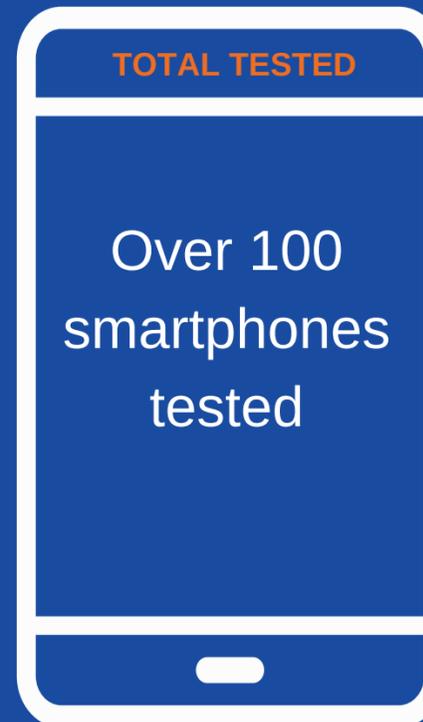


## Our smartphone testing is simply unique

Using SmartViser technology, our experts use their years of experience to simulate real day life general usage of how a mobile phone is used.

Our testing criteria include common daily life activities, such as:

- Making calls
- Using the web
- Video and music streaming
- Gaming
- Utilising social networks
- Picture & video capture
- Standby quality



## Unique ViserMark labels

Smartphone users benefit through the battery life and performance score reviews verified by SmartViser.

The overall **Battery Performance Score** is now a global score taking calculations from Battery Life, Power Efficiency and Charging Times.

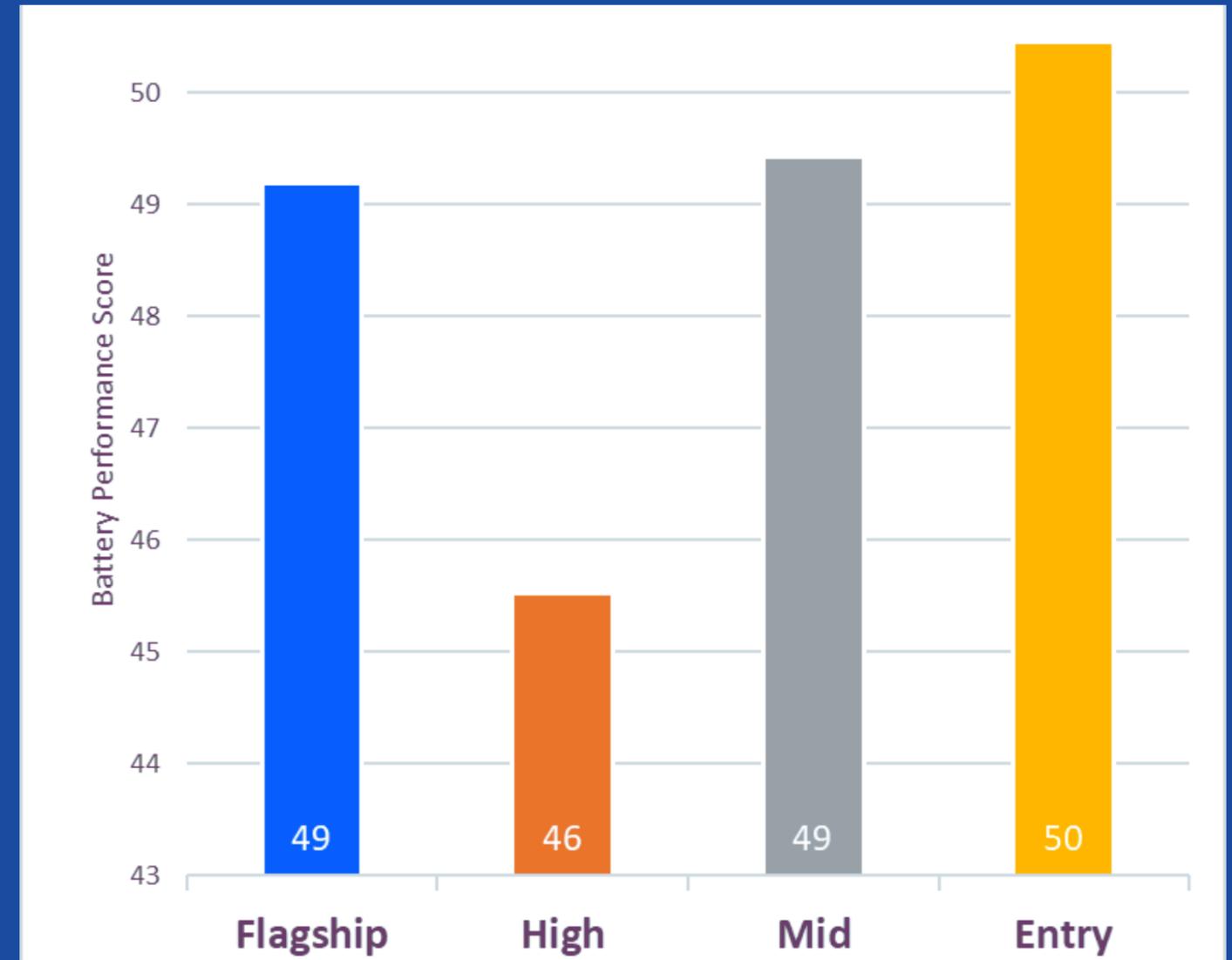
The smartphone test results are converted to a score between 0 and 100. 0 and above represent lower test performance results and those nearer 100 indicate the results from the best-performing ones.

# Battery Performance Score



Highest Battery Performance Score recorded was 72 for Apple iPhone 13 Pro Max in 2021

12 smartphones matching a performance score of 50 - only 1 was achieved in 2022



The Average Battery Performance Score By Tier



## Battery life labels

This is expressed in “**Days-of-Use**” and reflects the time in days that a smartphone can be used from a full charge.

The ViserMark Battery Label translates mAh (meaning milliamp Hours), commonly used to measure the energy capacity of a smartphone battery into more meaningful information.

Our assessment is based on real smartphone usage from 100% battery level down to Power Off.

Our data shows that there has been little development, over 2 years in this area. Most smartphones are able to exceed 1.5 days of battery life, yet very few can achieve more than 2.5 days.

## Days of Usage

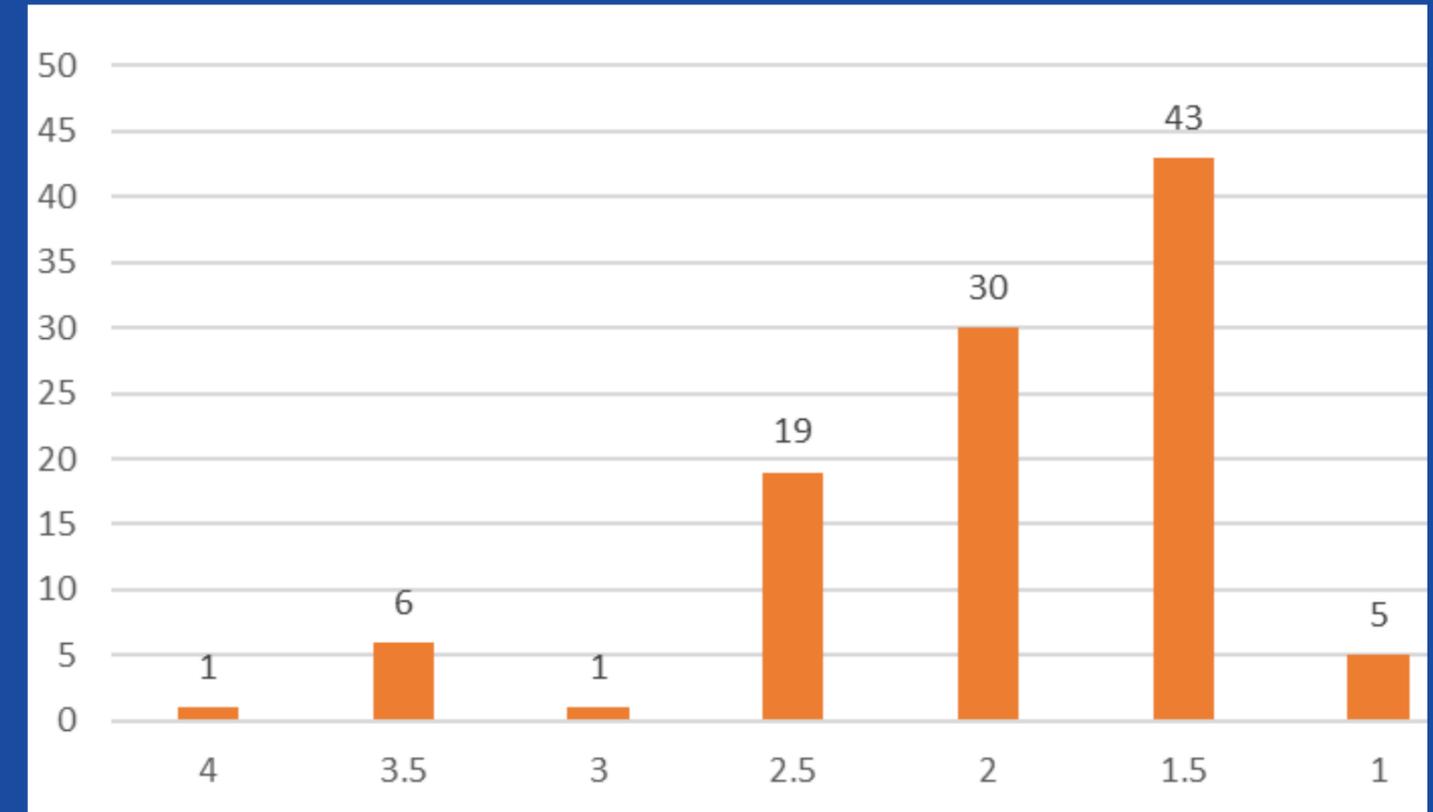


The majority of smartphones achieve 1.5 Days of Usage - only 2 reached this in 2022

Smartphones with

2 Days of Usage in tiers:

- 3 x Flagship Tier devices
- 4 x High Tier devices
- 16 x Mid Tier devices
- 7 x Low Tier devices



Smartphones By Days of Usage



## Charging time labels

It takes a different amount of time to charge different types and sizes of smartphone batteries. This is expressed in Hours and Minutes on the ViserMark Labels.

With the demand for faster charging, the recharging of a smartphone in under 60 minutes is expected as a standard feature.

OnePlus and Oppo are controlling this area, with many of their smartphones well under the 46 minute recharge time.

Even more impressive are the 7 smartphone contenders with charging times between 49 and 53 minutes.

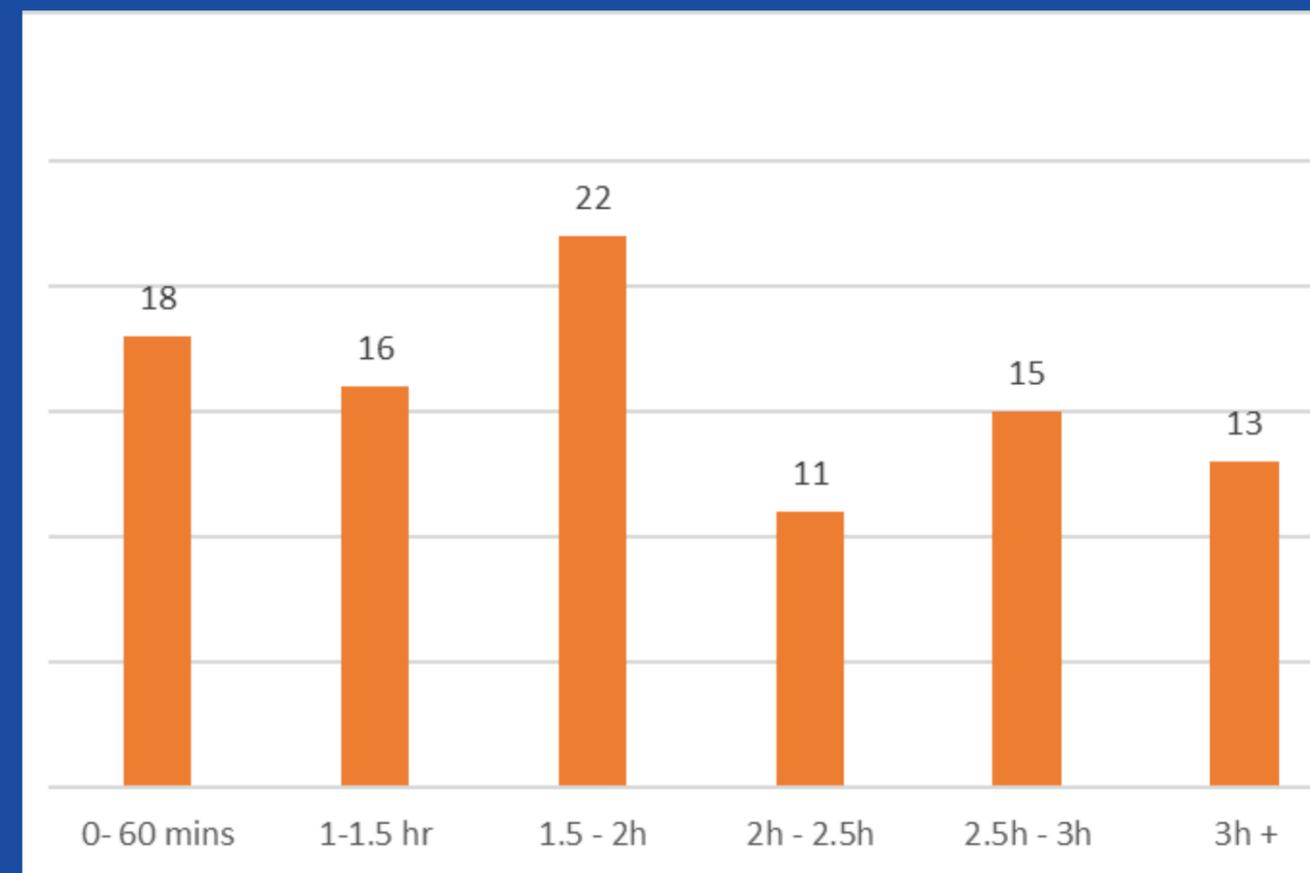
Just how fast can charging times become?

## Charging Times



So far the fastest charging smartphone has taken an impressive 0.27 minutes to recharge.

Interestingly, the majority of many smartphones tested have demonstrated charging times between 1.5 to 2 hours. In fact, those tested in 2019 still have faster times than all the ones tested in 2020 and 2021.



Fastest Charging Times for Smartphones



## Power efficiency labels

It simply means maximising the performance of a smartphone while reducing the amount of energy it consumes, with minimal impact on battery life. It is calculated using Battery Life and Battery Capacity.

This is expressed in "Leaves" and reflects a rating between 1 being the least and 5 being the most power-efficient.

Smartphones within the Mid Tier dominate the 1.5 rating for power efficiency. In fact, half of them were launched in 2020.

There are still very few smartphones with good power efficiency. The EU Commission is using SmartViser technology for the testing methodology for the Energy Efficiency Index for Tablets and smartphones.

Watch this space...

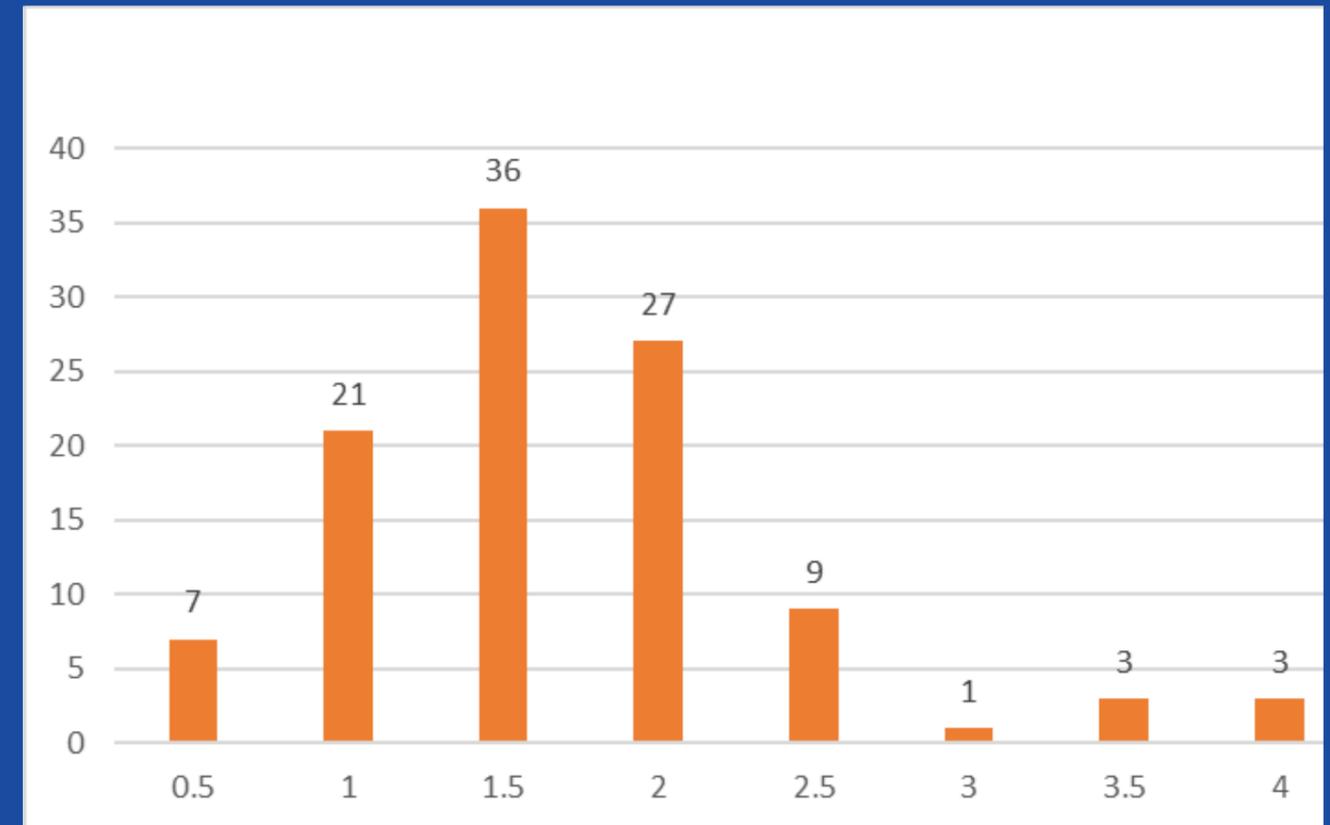
## Power Efficiency



Currently there are 2 brands, Apple and Wilko who share the top ratings for power efficiency.

The Apple iPhones are competing at the very top level in power efficiency. With only 2815mAh and 4350mAh battery capacity, Apple are highly focused on this area.

Wiko has 2 out of the 3 best ratings for power efficiency, both being in the Mid Tier, with other smartphones not far behind.



Smartphones By Power Efficiency

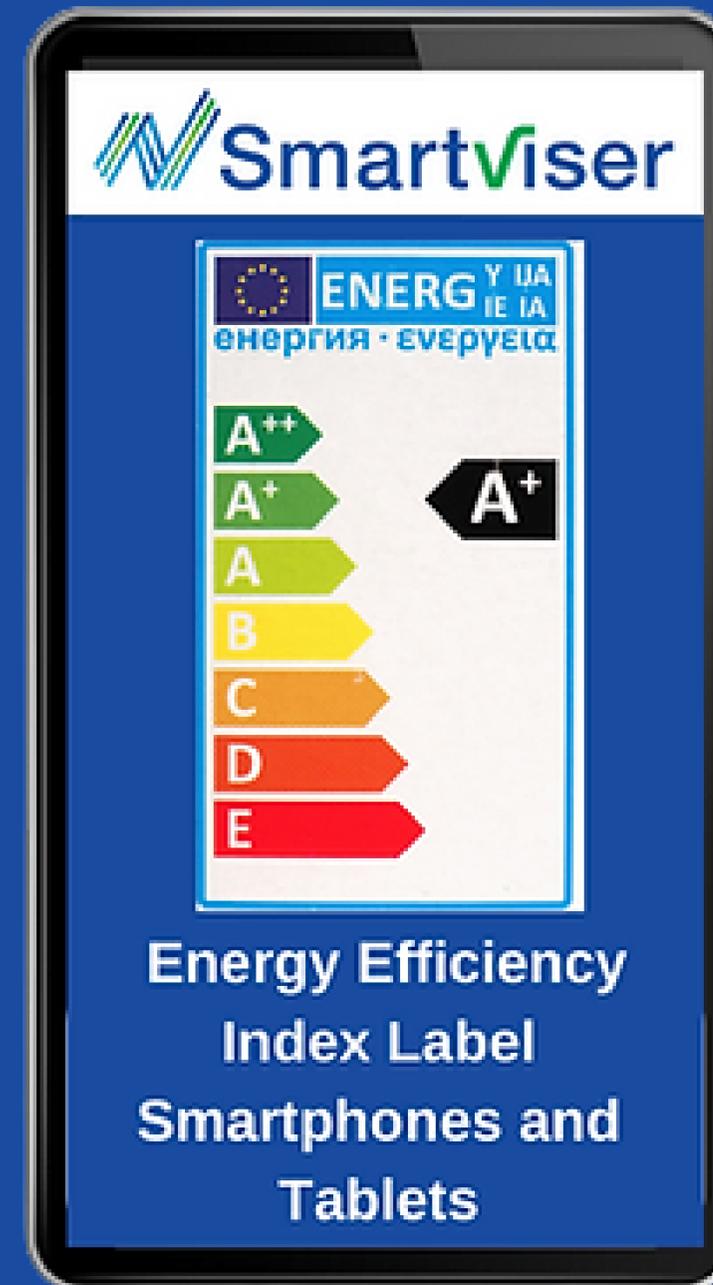


## What's planned for next year?

One thing for sure is that our mission is to positively make it easier to understand **Battery Life Ratings and Performance Scores** when choosing or buying a Smartphone - this will not change.

It's exciting to know that there will be new smartphones to test during the rest of 2022. So we look forward to welcoming into our labs the iPhone 14 range, the OnePlus 10 Pro and the Google Pixel 7. Will they perform better than their predecessors?

EU energy labels in 2023 will provide a clear and simple indication of the energy efficiency of smartphones and tablets at the point of purchase. By helping shape this technology, we give smartphone users better information regarding product sustainability.



## Enjoyed reading this?

Please share this article with others.

Also don't forget to enter our **Birthday GiveAway Competition** running from 16th May to 17th June 2022.

All details can be found via our social media channels.

**GOOD LUCK!**

