As a US citizen who has had to help both my elderly parents and young children with getting cell phones and replacing them on a regular basis, and who may not have consistent cellular coverage in all areas where they use their phones, it is clear to me that the confusion around phones and services is an undue burden to expect the vast majority of people to manage effectively. Because I am a good son, husband, and father I take it upon myself to try to sort out the confusion around upgrading a phone, to ensure they get the features they want and the service they need at a price they can afford. The simple expedient of being able to maintain service with a service provider who we know is able to provide good service in the areas that they need coverage, and not have to sort out whether or not a phone will work with that provider or deal with exchanging or return fees when one does not. Even though I have taken on this responsibility in my family, I can misunderstand and make mistakes despite my greater familiarity with the technology and service plans. A truly open and capitalistic market would compete on the basis of service and cost. Holding consumers captive to a service provider with locked phones is fundamentally anti-competitive, increasing the cost and difficulty of selecting the carrier whose service and cost can best meet the consumer's needs. Additionally, the use of service-locked phones increases waste to an unnecessary degree resulting in the disposal of otherwise functional phones - phones that we know work because 911 service is still available - when the provider, not the phone, fails to meet the consumer's needs.