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IC APPLICATION MARKETS

2009 EDITION

**A Strategic Report
Examining the IC Content
of the Entire Electronics Industry**

Report Highlights

- **The State of the Industry**
 - ◆ **World Economic Outlook**
 - ◆ **Semiconductor Industry Outlook**

- **IC Unit and Revenue Analysis by Product, 2008–2013**
 - ◆ **Computers**
 - ◆ **Communications**
 - ◆ **Consumer**
 - ◆ **Industrial and Medical**
 - ◆ **Transportation and Defense**

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A Technology Market Research Company

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Synopsis

After an unprecedented six years of double-digit growth, the semiconductor industry faltered in late 2008 as the global economic crisis struck hard. So, where is the industry headed now? When will growth resume? What products will lead growth in the future?

New Venture Research (NVR), in the **2009 Edition of IC Application Markets**, analyzes IC usage across the entire electronics industry and uses this analysis to forecast the future of the global IC market. The forecast will enable your company to target high-growth applications.

The report begins with *NVR*'s views on the state of the semiconductor industry, along with a top level forecast (see figure below). This discussion includes global economic factors that may prove crucial to the industry in the coming years.

Following this high-level review, IC forecasts are presented for five electronics market segments:

Computer

Consumer

Transportation and Defense

Communications

Industrial and Medical

This forecast breaks the semiconductor industry into more than 40 products and provides IC units and IC revenue for these products. Some of the specific products covered include:

PCs

Servers

Workstations

Storage

Cellular Handsets

Cellular Infrastructure

Enterprise LANs

LANs

Televisions

Set-Top Boxes

Digital Cameras

MP3 Players

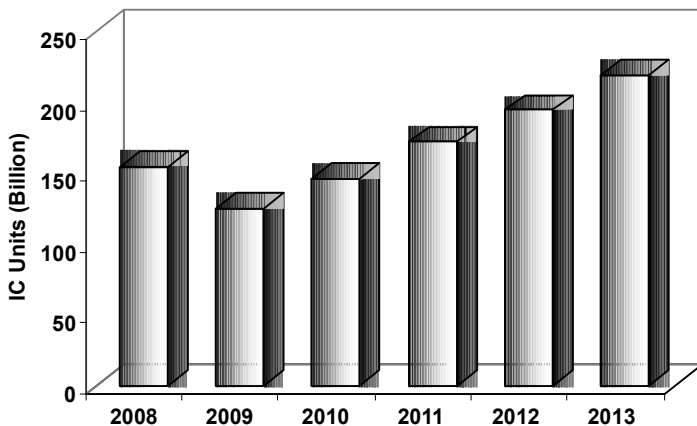
Video Games

Automobiles

Defense Wireless

Many Others

As the future of the semiconductor industry is critical to your business, please review the report's outline on the following pages. **IC Application Markets, 2009 Edition**, continues *ETP*'s leadership position in assessing the status and future of the industry. The report is delivered by email as a single-user PDF file. The report sells for \$1495 with extra single-user licenses at \$250 each. Corporate licensing is available—contact us for pricing.



IC Unit Forecast

About the Author

Steve Berry was President and Principal Analyst of Electronic Trend Publications (ETP). Mr. Berry has been responsible for the direction of all aspects of ETP's broad-ranging research portfolio since 1993. In the eighteen years prior to joining ETP, he held a variety of engineering, manufacturing management and business development positions with General Electric and Xerox. Mr. Berry holds a BS in Engineering from North Carolina State University and an MBA from Stanford University.

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Table of Contents

Chapter 1: Introduction

Chapter 2: Executive Summary

Chapter 3: The State of the Industry

- World Economic Outlook
- Semiconductor Industry Outlook IC
- Market Summary by Application
- Quarterly Update

Chapter 4: Computer Market Forecasts

- Desktop PCs
- Notebook PCs
- Servers/Workstations
- Enterprise Storage
- Monitors
- Printers
- PDAs
- Flash Drives
- Other Computer Products
- Summary

Chapter 5: Communications Market Forecasts

- Cellular Handsets/Cellular
- Infrastructure/Other
- Phones
- Enterprise LANs /Wireless
- LANs /DSL/Cable Modems
- PBX/Other CPE
- Carrier-Class Equipment
- Other Communications Products
- Summary

Chapter 6: Consumer Market Forecasts

- Televisions Set-Top Boxes
- DVD Players/Recorders
- Digital Cameras
- Audio Products/Console
- Video Games
- Camcorders
- Personal Navigation Devices
- Memory Cards
- Other Consumer Products
- Summary

Chapter 7:

Industrial and Medical Market Forecasts

- Industrial
 - Control and Processing
 - Test and Measurement
 - Other Industrial
 - Industrial Summary
- Medical
 - Diagnostics
 - Therapeutic
 - Monitoring and Surgical
 - Medical Summary

Chapter 8: Transportation and Defense Market Forecasts

- Automobiles
 - Engine Control
 - Instruments
 - Safety
 - Entertainment
 - Automobile Summary
- Commercial Aviation
- Other Transportation
- Defense

Partial List of Figures and Tables

- Nominal GDP of Major Countries and Regions
- Real GDP Growth for Selected Countries
- IC History, 1988–2008
- Summary IC Forecast, 2008–2013
- Summary Unit Forecast by Product
- Summary IC Revenue Forecast by Product
- ICs by Application Segment, 2008–2013

- Computer IC Forecast
 - Desktop PC IC Forecast
 - Notebook PC IC Forecast
 - Server IC Forecast
 - Workstation IC Forecast
 - Enterprise Storage IC Forecast
 - Monitor IC Forecast
 - Printer IC Forecast
 - PDA IC Forecast
 - Flash Drive IC Forecast
 - Other Computer Products IC Forecast
- ICs in Computer Products, 2008–2013
- Computer IC Revenue by IC Product Family

(continued on next page)

IC Application Markets, 2009 Edition

Table of Contents (continued)

Partial List of Figures and Tables (continued)

Communications IC Forecast Cellular
Handset IC Forecast
Cellular Infrastructure IC Forecast
Other Phones IC Forecast
Enterprise LAN IC Forecast
Wireless LAN IC Forecast
DSL/Cable Modem IC Forecast
PBX/Other CPE IC Forecast
Carrier-Class Equipment IC Forecast
Other Communications Products IC Forecast
ICs in Communications Products, 2008–2013
Communications IC Revenue by IC Product Family

Consumer IC Forecast
Television IC Forecast
Set-Top Box IC Forecast
DVD Player/Recorder IC Forecast
Digital Camera IC Forecast
MP3 Player IC Forecast
Other Audio IC Forecast
Console Video Game IC Forecast
Camcorder IC Forecast
PND IC Forecast
Memory Card IC Forecast
Other Consumer Products IC Forecast
ICs in Consumer Products, 2008–2013
Consumer IC Revenue by IC Product Family

Industrial IC Forecast
Control and Processing IC Forecast
Test and Measurement IC Forecast
Other Industrial IC Forecast
ICs in Industrial Products, 2008–2013
Medical IC Forecast
Medical Diagnostics IC Forecast
Therapeutic IC Forecast
Monitoring and Surgical IC Forecast
ICs in Medical Products, 2008–2013
Industrial/Medical IC Revenue by IC Product Family

Automobile Production by Country, 2004–2008
Automobile IC Forecast
Engine Control IC Forecast
Instruments IC Forecast
Safety IC Forecast
Entertainment IC Forecast
ICs in Automobile Products, 2008–2013
Commercial Aviation IC Forecast
Other Transportation IC Forecast
Defense IC Forecast
Transportation and Defense IC Revenue by IC Product Family

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