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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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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

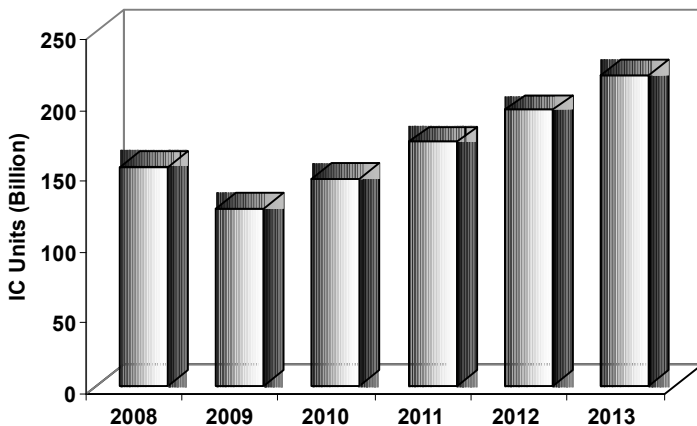
Video Games

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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