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The Worldwide OEM Electronics Manufacturing Market 2010 Edition

***A Unique Database Providing Global Electronics Assembly Data
on Nearly 300 of the World's Leading Outsourcing Companies***

Database Highlights - published August 2010

- **Product Segment Analysis, 2009**
 - ◇ **Automotive**
 - ◇ **Communications**
 - ◇ **Computer/Peripherals**
 - ◇ **Consumer Electronics**
 - ◇ **Industrial**
 - ◇ **Medical**
 - ◇ **Aerospace/Military**
 - ◇ **Other Transportation**

- **Company Level Analysis, 2009**
 - ◇ **Revenue**
 - ◇ **COGS**
 - ◇ **Electronics COGS**
 - ◇ **Outsourced Assembly**
 - ◇ **In-House Assembly**
 - ◇ **Total Assembly Value by Region**

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A Technology Market Research Company

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The Worldwide OEM Electronics Manufacturing Market

Synopsis

The worldwide electronics manufacturing services (EMS) market continued to provide valuable manufacturing assembly services in 2009. After a painful downturn, the EMS market will resume growth in 2010, as the outsourcing of electronics manufacturing continues its relentless march.

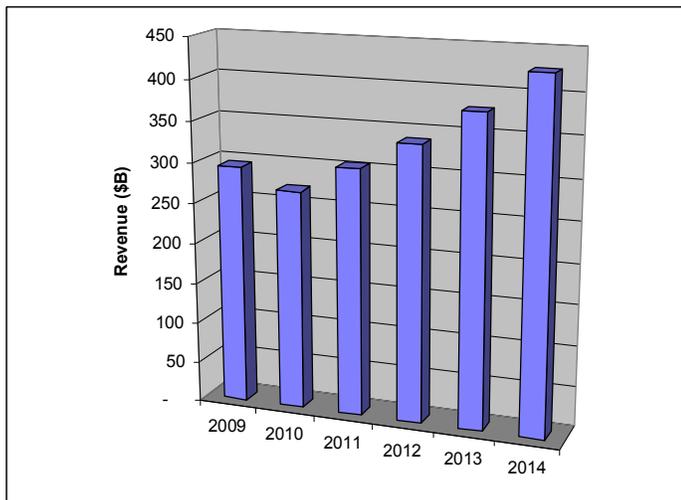


Figure 1 The Worldwide EMS Market

New Venture Research (NVR) has followed the electronics assembly industry for nearly 20 years with numerous research reports focusing on all the players in this industry.

Now, NVR is pleased to offer, **The Worldwide OEM Electronics Manufacturing Market- 2010 Edition**. This unique database provides 2009 global electronics assembly data for nearly 300 top OEMs. This standalone database also serves as a companion to NVR's syndicated report, *The Worldwide Electronics Manufacturing Services Market - 2010 Edition*.

The objective of the database is to provide an understanding of the worldwide electronics assembly outsourcing market by reviewing the outsourcing levels of leading OEMS in each market segment.

To this end, the database uses a research methodology that ranks the leading companies for outsourcing by industry sector, and measures both their in-house and outsourced assembly values.

The Worldwide OEM Electronics Manufacturing Market - 2010 Edition divides the global electronics industry into eight market segments:

- Automotive
- Communications
- Computers /Peripherals
- Consumer Electronics
- Industrial
- Medical
- Aerospace
- Other Transportation

The following financial and production data are given for the leading OEMs within each segment.

Revenue COGS

Electronics COGS (ECOGS)

Outsourced Assembly

In-House Assembly

Total Assembly Value by Region

The leading OEMs for each segment are chosen not only for their size, but also for their leadership within their industry segment, growth potential, profitability, and willingness to outsource.

The Worldwide OEM Electronics Manufacturing Market will provide you with critical information you need on electronics outsourcing. The database is delivered by email as a single-user Excel file and sells for \$2,495. An extra single user license is \$250 and a corporate license \$500.

About the Author

Randall Sherman, president of New Venture Research Corp. a California market research and business consulting firm focused on the EMS and OEM electronics manufacturing industries, serves as principal analyst for this database. Mr. Sherman has more than 20 years' experience in technology and business research. He began his career as a telecom network design engineer. He has held senior positions at various market research firms including Creative Strategies and Frost and Sullivan. Mr. Sherman holds an MSEE from the University of Colorado and an MBA from Edinburgh School of Business.

The Worldwide OEM Electronics Manufacturing Market

Database Tables

Segment 1: Automotive

Automotive Engine Controls
Automotive Instruments
Automotive Safety
Automotive Entertainment
Total Automotive
Automotive Summary
(Total, EMS, In-House Production)

DVD/DVR
Digital Cameras
Personal Navigation
Other Consumer (Appliances)
Total Consumer
Consumer OEM Summary
(Total, EMS, In-House Production)

Segment 2: Communications

Mobile Phones
Infrastructure
Other Phones
Enterprise LANs
Wireless LANs
DSL/Cable Modems
PBX/Key Systems
Carrier-Class
Equipment
Other Communications
Total Communications
Communications OEM Summary
(Total, EMS, In-House Production)

Segment 5: Industrial

Process Control
Test & Measurement
Other Industrial
Total Industrial
Industrial OEM Summary
(Total, EMS, In-House Production)

Segment 6: Medical

Monitoring
Therapeutic
Diagnostics/Surgical
Total Medical
Medical OEM Summary
(Total, EMS, In-House Production)

Segment 3: Computer/Peripherals

Notebooks
Desktops
Servers
Workstations
ESS
Monitors
Printers
Handhelds/Tablets
Other Computer
Total Computer
Computer OEM Summary
(Total, EMS, In-House Production)

Segment 7: Aerospace/Other Transportation

In-Flight Entertainment
Navigation Systems
Weapons
C3 Systems
Other Military
Other Aerospace/Other
Total Aerospace/Other
Aerospace/Other OEM Summary
(Total, EMS, In-House Production)

Segment 4: Consumer Electronics

Analog TV
Digital TV
MP3
Other Audio
Games
Set-Top Boxes
Camcorders

Each segment contains company-level information on revenue, COGS, ECOGS, outsourced assembly, and in-house assembly

Each segment contains worldwide data broken into three regions: Americas, EMEA, APAC

The Worldwide OEM Electronics Manufacturing Market

Partial List of OEMs Covered

| | | | | |
|-------------------|------------------|------------------|---------------------|---------------------|
| 3M | Compal | Harris | Motorola | Sega |
| ABB | Comverse | Hewlett Packard | NEC | Sharp |
| Abbott Labs | Covidian | Hitachi | Nikon | Siemens |
| Acer | Daimler Chrysler | Honeywell | Nintendo | Siemens Healthcare |
| Agfa-Gevaert | Danaher | HTC | Nokia | Sony |
| Agilent | DaVita | Huawei | Nokia-Siemens | Sony Ericsson |
| Airbus | Dell, Inc. | Hyundai | Nortel | St. Jude Medical |
| Alcatel | Delphi | IBM | Northrop Grumman | Sun Microsystems |
| Alcon | Denso | Ingersoll Rand | Oce | Tatung |
| Allied | Diebold | Invensys | Olympus | TCL |
| Apple | D-Link | ITT Industries | Omron | Thales |
| Applied | Drager Medical | Johnson Controls | Palm | Thomson |
| Asustek | EADS | Juniper | Panasonic | Thyssen Krup |
| Avaya | Eastcom | KLA Industries | Philips | Tokyo Electron |
| B. Braun | Eastman Kodak | Konica Minolta | Philips Medical | Toshiba |
| BAE Systems | Eaton | Kyocera | Pioneer | TRW |
| Becton Dickenson | Electrolux | Lagardere | Pitney Bowes | Tyco |
| Boeing | EMC | Lenovo | Qisda | United Technologies |
| Bosch Group | Epson | Lexmark | Q-Logic | UTStarcom |
| Boston Scientific | Ericsson | LG Electronics | Quanta | Valeo |
| Canon | Extreme Networks | Lite-On | Raytheon | Varian Medical |
| Carestream Health | FIC | Lockheed | Ricoh | Visteon |
| Casio | Fresenius | Matsushita | Rockwell Automation | VTech |
| Caterpillar | Fujitsu | Medtronic | Rockwell Collins | Western Digital |
| CEC | General Dynamics | Microsoft | Samsung | Wincor Nixdorf |
| China Putian | General Electric | MicroStar | Sanyo | Xerox |
| Ciena | Haier | MiTac | Schneider Electric | Yamaha |
| Cisco | Harmonic | Mitsubishi | | ZTE |

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The Worldwide OEM Electronics Manufacturing Market - 2010 Edition (2009 database)

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