

Now Available!

MOBILITY ASSEMBLY PRODUCT MARKETS, 2012 EDITION

**A Strategic Report on the Latest Wireless
Mobile Products and their Manufacturing Assembly Value
(COGS), Plus Key Forecasts of Emerging Products**

Report Highlights

- **Technical Trends**
 - ◆ **Current Technologies in the Wireless Hardware Markets**
 - ◆ **Leading Semiconductor Trends in Mobility Products**
 - ◆ **Multiple Core CPUs and Graphic Processing Computing**
 - ◆ **Voice Interaction/Near Field Communications**

- **Mobility Assembly Markets by Product and Application, 2011/2012**
 - ◆ **Mobility Market Share Unit Shipments, Average Assembly Value, Total Assembly Value**
 - ◆ **Wireless Products Assembly (Notebooks, Tablets, Smartphones, Traditional Mobile phones, and E-readers)**

- **Mobility Assembly Markets Product Forecasts, 2012-2017**
 - ◆ **Wireless Products Assembly Forecasts (Notebooks, Tablets, Smartphones, Traditional Mobile phones, and E-readers)**
 - ◆ **Forecasts Unit Shipments, AAV, Total Assembly Value**

- **Company Profiles (products offered and technology focus)**

New Venture Research Corp.

337 Clay St., Suite 101
Nevada City, CA 95959
Tel: (408) 244-1100

A Technology Market Research Company

kwilliams@newventureresearch.com
www.newventureresearch.com
Fax: (408) 864-2138

Mobility Assembly Product Markets - 2012 Edition

Synopsis

The Mobility Assembly Product Markets - 2012 Edition report analyzes the emergence of the most popular wireless mobility products over the last few years, and analyzes their demand, in terms of hardware assembly costs (COGS), average assembly value and total assembly revenue for 2011, 2012 and forecasts through 2017.

The mobility hardware product markets report examines the extraordinary growth in demand for wireless devices that has exploded over the last several years, and analyzes the competitive interaction of customer demand based on product design, performance and user need that will drive the next generation of mobility product hardware over the next five years. Our analysis is unique in that we look at production costs (cost of goods sold - not end user value), so that manufacturing OEMs and EMS (electronic manufacturing service) companies can better estimate production volumes by hardware device and semiconductor value. Given NVR's long track record in the OEM and EMS manufacturing sector, we are in a unique position to estimate and forecast the foreseeable demand for mobility product hardware by product and model.

Chapter 3 - Technology Trends begins by examining the critical technical innovations that are impacting cost and performance of mobility products, particularly with regard to dual-core processors and GPU (graphic processor units) that are so critical to video on demand and other bandwidth-important applications. Similarly, we examine the latest display technologies that affect power consumption and image quality. Lastly, we consider the most promising innovations which include retina display, Siri voice interaction and near field communications as enabling applications that will fire mobility products in terms of demand.

Chapter 4 - Mobility Assembly Markets by Product and Application, 2011 & 2012 examines the current market, starting in 2011 with actual results and projecting results for 2012. The analysis looks at all products in terms of units shipped, average assembly cost, and total assembly revenue and other metrics. First, we analyze OEM manufacturing market share by product model, manufacturing cost and COGS revenue. We also analyze the most popular product applications by market segment and the critical operating systems that are in demand by the end-market today. Production demand for notebooks, tablets, smartphones, traditional mobile phones, and e-readers are measured by units shipped, average assembly cost and assembly value revenue for both years.

Chapter 5 - Market Forecasts for Wireless Mobility Products and Applications, 2012 - 2017 projects the estimated demand for mobility hardware by individual product, taking into account competing solutions by key OEM supplier, operating system, and end-use application – all which create a total product mix that will affect every other mobility product (notebook, tablet, smartphone, non-smartphone and e-reader). The purpose of our research work is intended to give the manufacturing supplier the best information about total production for each mobility product going forward and over the next five years.

Chapter 6 - Company Profiles examine the leading manufacturers of wireless mobility products, considering their current market position, technical strengths, weaknesses and probable product success in the emerging market over the next five years. While brand loyalty and innovation will be critical for future success in the industry, manufacturing prowess cannot be under-estimated and this report provides the best information that is available in this regard.

New Venture Research

NVR is a provider of worldwide business market intelligence, growth management and advisory services to companies in electronics high-technology markets with special focus on semiconductors, component packaging and electronics assembly. NVR has been covering the mobile wireless computing market since 1993 from a technology, manufacturing, and market growth opportunity perspective and improves its database and coverage with each year.

Mobility Assembly Product Markets - 2012 Edition

Table of Contents

Chapter 1: Introduction

Chapter 2: Executive Summary

Chapter 3: Technical Trends

Current Technologies in the Wireless Markets
Leading Semiconductor Trends in Mobility Products
The Emergence of Multiple-Core CPUs
Symmetric Multiprocessing
Shared Cache Multiple-Core Systems
Power Consumption Solutions
Power Maintenance Cores
ARM-based Architecture
Ivy Bridge Architecture and 3-Dimensional Transistors
Graphics Processing Units (GPUs) and GPU Computing
Display Screens and Screen Resolution
AMOLED and Super AMOLED Displays
The Retina Display
Operating Systems in Wireless Devices
Google's Android OS
Apple's iOS 6
Windows Mobile OS
Voice Interaction and Artificial Intelligence
Siri
Near Field Communications

Chapter 4: Mobility Assembly Markets by Product and Application, 2011 & 2012

Market Overview for Wireless Mobility Products
- Total Market Share of Wireless Mobility Products (units shipped/assembly revenue)
Average Assembly Value of Wireless Devices
The Evolving Notebook Market
- Market Share for Notebooks by OEM Supplier (units shipped and assembly revenue)
- Samsung Notebook Metrics - 2012
- Apple Notebook Metrics - 2012
- Operating Systems for Notebooks (unit shipments)
- Assembly Value for Notebooks by Application (rev.)
- Average Assembly Value for Notebooks by OEM Supplier (unit shipments, AAV, assembly revenue)
The Emerging Tablet Market
- Market Share Metrics for Tablets by OEM (unit shipments, AAV, assembly revenue)
- Average Assembly Value by OEM Supplier (2012)
- Time Usage for Tablets by Application (2012)
- Operating System Market Share for Tablets
The Expanding Smartphone Market
- Market Share for Smartphones by OEM Supplier (unit shipments, AAV, assembly revenue)
- Average Assembly Value by OEM Supplier (2012)
- Operating System Market Share for Smartphones

Chapter 4: (continued)

- Time Usage for Smartphones by Application (2012)
The Traditional Mobile Phone Market
- Market Share for Traditional phones by OEM Supplier (unit shipments, AAV, assembly revenue)
- Average Phone Assembly Value by OEM Supplier
The Latent E-Reader Product Market
- Market Share for E-Readers by OEM Supplier (unit shipments, AAV, assembly revenue)
- Average E-Reader Assembly Value by OEM Supplier
- Operating System Share for E-Readers by OEM Supplier

Chapter 5: Market Forecasts for Wireless Mobility Products and Applications, 2012-2017

Market Overview for Wireless Mobility Products
- Total Market Forecast of Wireless Mobility Products (unit shipments/assembly revenue)
Average Assembly Value of Wireless Mobility Products
The Evolving Notebook Market, 2012 - 2017
- Average Assembly Value for Notebooks
- Unit Shipments for Notebooks and Operating Systems
- Assembly Value for Notebooks
- Emerging Market Applications for Notebooks
The Emerging Tablet Market (units, revenue)
- Average Assembly Value for Tablets
- End User Applications for Tablets
- Operating Systems for Tablets (units, revenue)
The Expanding Smartphone Market (units, revenue)
- Future Average Assembly Value for Smartphones
The Traditional Mobile Phone Market (units, revenue)
- Future Average Assembly Value for Traditional phones
The Latent E-Reader Product Market (units, revenue)
- Future Average Assembly Value for E-Readers
- E-Reader Operating Systems/End User Applications

Chapter 6: Company Profiles (includes products offered and technology focus)

Acer Inc.	Lenovo
Advanced Micro Devices	LG Electronics
Amazon	Microsoft
Apple, Inc.	Motorola Mobility
ARM	Nokia
ASUSTek	Nvidia
Broadcom	Pegatron
Compal Computer	Qualcomm
Flextronics	Quanta Computer
Foxconn	Samsung Electronics
Google, Inc.	Sony
Huawei	Texas Instruments
Intel Corp.	Toshiba
Jabil Circuit	Wistron
	ZTE Corp.

Mobility Assembly Product Markets - 2012 Edition

Partial List of Tables and Figures

Comparative Power Consumption Advantages of a Single-core vs. a Multiple-core Processor
 SMP Design with Cores Connected Via System Bus or Crossbar
 Multiple-core Design with Independent and Shared Cache Memory
 Quad-core Processor Design with the Addition of a Power-Management Core
 Simplified Example of the Computing Cycle for an ARM Cortex A-8
 Tri-Gate Transistors with Connected Multiple Fins to Drive Strength/Performance
 Operating Voltage with Transistor Gate Delay Comparing 3D vs. Traditional Planar Transistors
 Architecture of a Traditional GPU with Components Operating in Harmony for Image Display
 Computing Language Relationship that Exist Between a GPU and CPU
 Graphic Representation of the Components Involved in an AMOLED Display
 Advanced Look of a Retina Display which Quadruple the Pixels on Different Planes
 Active Ontology for Restaurant Dining Forming the Centerpiece of the Language Relationships
 User Input Steps Utilized by Siri for Output performed by Wireless Devices
 Types of Connection Technologies Available on Wireless Devices

Total Assembly Market Share of All Wireless Products, 2011/2012 (units, revenue and AAV)
 Total Assembly Market Share for Notebooks, 2011/2012 (units, revenue and AAV)
 Operating Systems for Notebooks (units)
 End User Applications for Notebooks (revenue)
 Total Assembly Market Share for Tablets, 2011/2012 (units, revenue and AAV)
 End User Applications for Tablets (units)
 Operating Systems for Tablets (units, revenue, AAV)
 Total Assembly Market Share for Smartphones, 2011/2012 (units, revenue and AAV)
 Total Assembly Market Share for Non-Smartphones, 2011/2012 (units, revenue and AAV)
 Total Assembly Market Share for E-Readers, 2011/2012 (units, revenue and AAV)
 Assembly Market for All Wireless Products, 2012/2017 (units, revenue and AAV)
 Assembly Market for Notebooks, 2012/2017 (units, revenue and AAV)
 Assembly Market for Tablets, 2012/2017 (units, revenue and AAV)
 Assembly Market for Smartphones, 2012/2017 (units, revenue and AAV)
 Assembly Market for Non-Smartphones, 2012/2017 (units, revenue and AAV)
 Assembly Market for E-Readers, 2012/2017 (units, revenue and AAV)

Published November, 2012 - 200+ Pages

Order Form

Payment Method

Check in the amount of \$ _____ is enclosed.

Invoice per P.O. # _____

Please charge: Visa MasterCard American Express

Card # _____ Exp. _____

Name On Card _____

Signature _____ Date _____

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Telephone _____

Fax _____

E-mail _____

Mobility Assembly Product Markets - 2012 Edition - single user license (PDF file only)

\$3495

Extra Licenses (\$250 each), Corporate License (\$1000)

Returns: No return privileges. International Orders: Must be prepaid, please contact us for payment arrangements.

New Venture Research Corp.

337 Clay St., Suite 101

Nevada City, CA 95959

Tel: (408) 244-1100 Fax: (408) 864-2138

www.newventureresearch.com; kwilliams@newventureresearch.com

Add Excel Spreadsheet of all tables (\$750)

Subtotal

PDF file only

TOTAL