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# WIRELESS MOBILITY ASSEMBLY 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)**

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## Synopsis

**The Wireless Mobility Assembly 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.

# Wireless Mobility Assembly Markets - 2012 Edition

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