Consumer products	Electronics products designed for home and personal use, typically for entertainment and capture and storage of media specifically for personal consumption. Includes TVs, radios, audio systems, set-top boxes, DVD players, cameras, camcorders, electronic game consoles, toys, and musical instruments, as well as products designed for personal convenience and safety, such as kitchen appliances and personal appliances (e.g., hair driers, electronic toothbrushes, etc.).
Automotive applications	Products used in cars and trucks. Fall into two types of uses: • "Infotainment"—ICs designed for equipment that provides entertainment (e.g., audio and video systems) or that provides information about the vehicle (e.g., dashboard displays and factory-installed GPS). • Electronics products designed for comfort and safety of passengers, as well as security, lighting and a variety of sensor-focused products. With the trend toward driver-assisted and autonomous vehicles, this category is rapidly expanding.
Computers and peripherals	Includes all kinds of computing devices from tablets, to notebooks and laptops, to desktop PCs and workstations, to large servers and mainframes. Also included are complementary products, such as printers, storage, user interfaces (mice, trackpads, etc.), LAN equipment, and monitors.
Communications	All forms of wired communications equipment, such as PBXs, modems, and central office and other infrastructure equipment; and wireless communication products, including cellular phones and infrastructure. The explosion of the smartphone market and other mobile devices has made this the most dynamic and fastest-growing application segment in the market.
Industrial and Other	Comprises a vast variety of products used in industrial or laboratory settings, such as automation, construction, environmental management and clean energy, test and