

iSuppli

iSuppli Corporation: Insights for Electronics

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iSuppli Corp.*

- ▶ Teardown—and so much more
- ▶ The global leader in semiconductor and electronics value chain market intelligence
- ▶ Company that persuades firms to share their real prices
- ▶ Company that invented the science of tracking and predicting electronics design activity
- ▶ Company that knows electronics industry cost structures
- ▶ Company that established the market for procurement market intelligence
- ▶ Company who is relied upon by virtually all of the world's top electronics companies
- ▶ Company that is the most famous and most widely quoted in the electronics value chain
- ▶ Company with efficient and scalable processes for market intelligence
- ▶ Company that understands how to extract value from information and intelligence

- ▶ iSuppli forecasts include all major elements that drive markets...
 - Supply and demand analysis
 - Product and technology trends
 - Production trends and capacity
 - Inventory levels
 - Supply chain dynamics
 - EMS and ODM analysis
 - Regional spend, design and manufacturing analysis
 - Detailed and timely pricing data and trends
 - Detailed BOM understanding from teardown research
 - Buyer preference and retail performance
- ▶ No other firms include *all of these elements* in their forecasts

Retail and End-User

Brand Value Analysis
Buyer Preference
 Consumer Sell-Through

Application Markets

Automotive Electronics
 Consumer Electronics
 Compute Platforms
 Industrial Electronics
 Wired Communications
 Wireless Communications

Equipment Markets

Flat Panel Monitors
 Global Manufacturing and Design
 Navigation and Telematics
 Projection Systems
 Signage/Professional Displays
 Television Systems
 Wired Communications
 Wireless Communications

Devices and Systems

Semiconductors

- Application Forecasts
- Analog and Power
- ASICs and ASSPs
- Component Pricing
- Design Activity and Influence
- Inventory Tracking
- Memory
- **MEMS**
- Photovoltaics
- Processors
- Semiconductor Design/IP
- Semiconductor Manufacturing
- Semiconductor Market Shares

Displays

- Component Pricing
- Display Electronics
- Emerging Technologies
- LCD
- OLED
- Monitors
- Mobile
- Panel Cost Modeling
- Plasma
- Profitability and Costs
- Small/Medium
- Supply Chain
- Systems Pricing

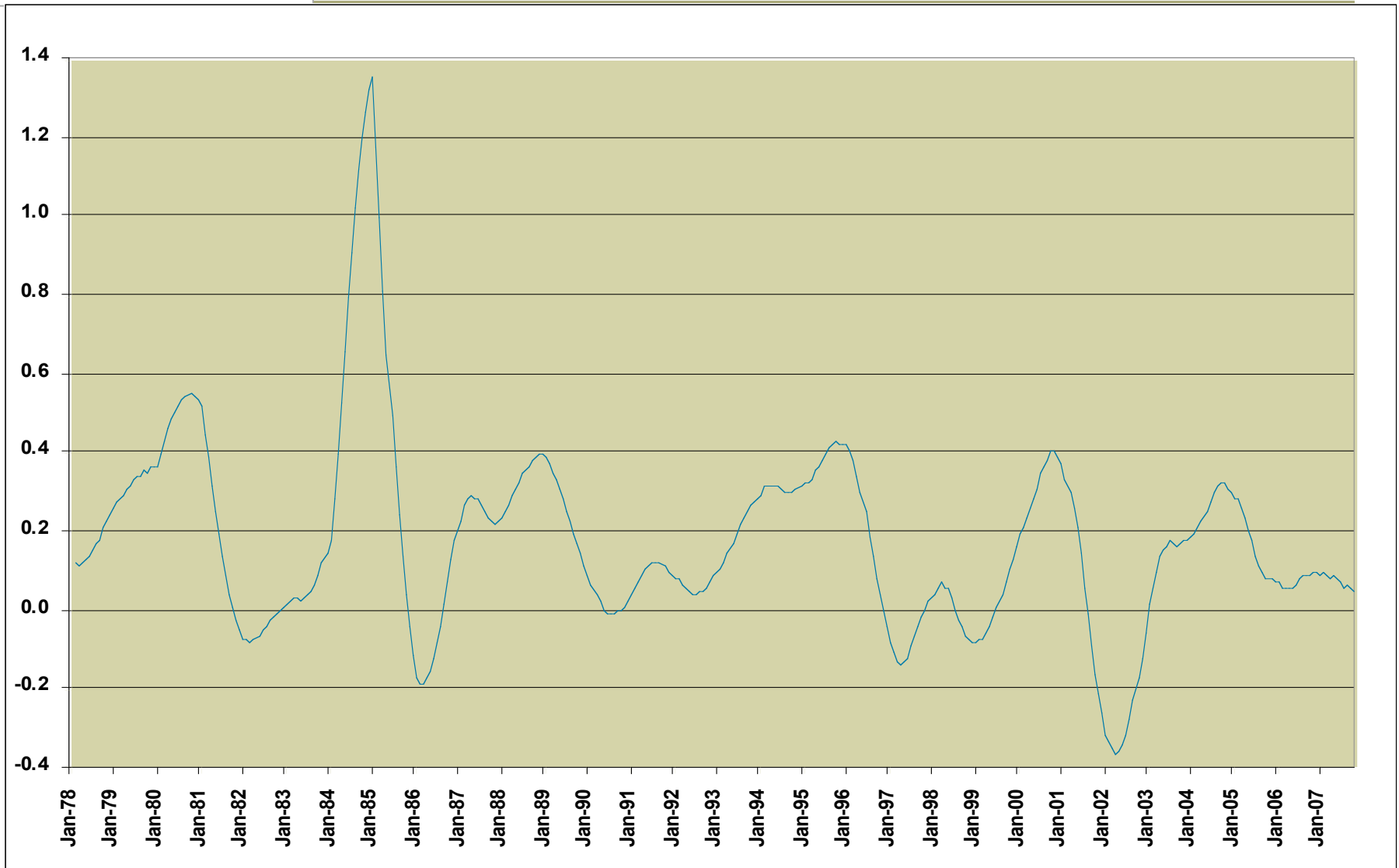
Teardowns

- Audio Systems
- Automotive Systems
- Compute Platforms
- Gaming Consoles
- Mobile Handsets
- Networking Equipment
- Peripherals and Printers
- PMPs and MP3s
- PNDs
- Set-Top Boxes
- Storage Systems
- Televisions
- Wireless Systems

- ▶ Open door: Promoting direct contact between press and our analysts, allowing free access to our data
- ▶ Fast response: Try to respond to press inquiries as quickly as possible
- ▶ Freedom of speech: Few limitations on what analysts can comment on to the press—companies, products, technologies, governmental policies are all fair game
- ▶ iSuppli PR policy is to send out reports/databases to any legitimate journalist that requests them—with some limitations
- ▶ Cannot send out teardowns without clearance from management, some databases off limits

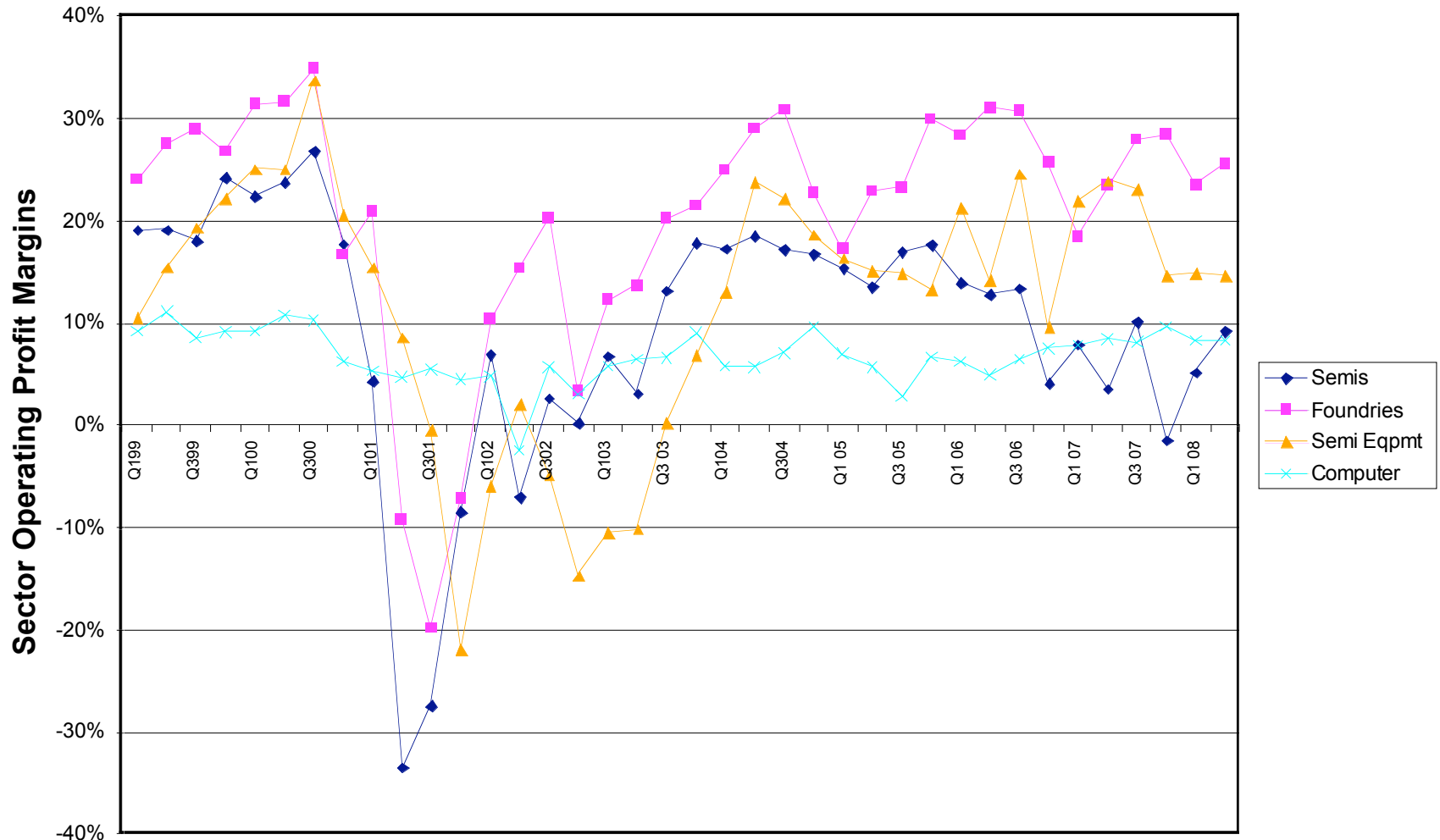
- ▶ iPhone, iPod, Xbox 360 teardowns made iSuppli a household name
- ▶ Conducted 493 distinct teardowns over the years
- ▶ Major iSuppli differentiations include experts in every field, extensive database of component pricing, including forecasts
- ▶ Exciting new and upcoming teardowns
 - Ford Sync
 - New Version of PlayStation 3 (Upcoming)
 - New iPod nano (Upcoming)
 - New Xbox 360 (Upcoming)
 - Nokia N96 touch screen phone (Upcoming)
 - New Garmin Nuvi (Upcoming)
 - Tom-Tom (Upcoming)
 - Blackberry Bold (Upcoming)
 - MEMS-focused teardown analysis in iPhone and Wii (Upcoming)
 - Automotive telematics (Upcoming)

Challenges for Semiconductor Suppliers: Slowing Growth (WSTS 12/12 Monthly Moving Average for Semiconductor Revenue Growth)



Source - WSTS

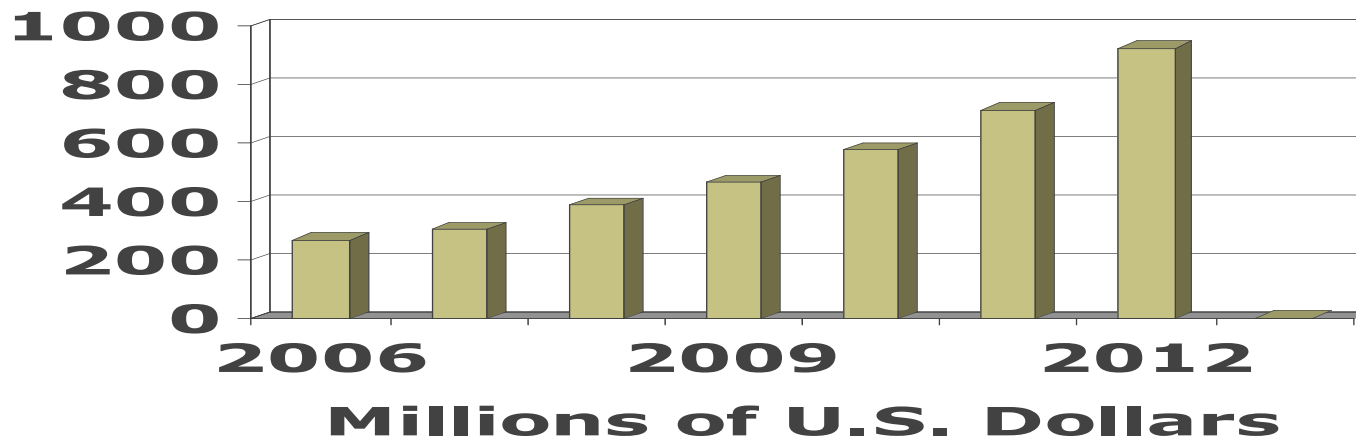
Sharing the Value



- ▶ iSuppli now rates short-term conditions for NAND and DRAM suppliers as negative
- ▶ Global DRAM revenue set to decline 6.6 percent in 2008, following a 7.3 percent decrease in 2007
- ▶ iSuppli now has cut its 2008 NAND annual flash revenue growth forecast to negative 3 percent, down from a 9 percent increase.
- ▶ NOR—2008 expected to bring 9.7 percent decline, following a 9.3 decrease in 2007. When was the last time a NOR product line delivered profit to a supplier?

- ▶ Component Price Tracker, Component Health Watch, Competitive Landscaping Tool
- ▶ New—iSuppli's TRG acquisition—broad-line automotive research firm
- ▶ New—Photovoltaics
- ▶ New—MEMS

Global Revenue Forecast for MEMS in Wireless Communications



- ▶ Internet server farms
 - The U.S Environmental Protection Agency estimated the power consumed by American data centers will rise to 120 billion Kilowatt Hours (kWh) in 2010, double the 60 billion kWh in 2006. This will cause electricity costs to quadruple to reach \$10 billion by 2010, up from \$2.5 billion in 2005, and will increase to \$20 billion by 2015.
 - There presently aren't enough power-generation plants available in the United States to supply that much additional electricity.
- ▶ Spansion EcoRAM
- ▶ Solid-State Disks
 - Disappointing market performance in the consumer notebook PC market, mainly due to poor operating system support.
 - But in Internet server farms, the use of SSDs could cut server power consumption by as much as 50 percent and lead to dramatic space savings
- ▶ Green, solutions-oriented parts, more focused on system or sub-system; TCO focus, rather than commodity

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