

## Mobile Technology

Increasingly powerful and connected mobile devices rely on high-performance semiconductors and software. The Mobile Technology service provides analysis of the market for technologies, IP and semiconductors that enable next generation mobile devices, including processors, graphics, modems, GPS, displays, memory, storage, operating systems, software, and human interfaces. The service examines feature sets, block diagrams, integration paths, Bill-of-Materials (BOM)s, and market share among technology competitors. Forecasts include unit shipments, Average Selling Prices (ASPs), Total Available Market (TAM) revenue, as well as segmentation and attach rates for key features.

### Areas of Coverage:

- Mobile processors
- Mobile graphics
- Mobile baseband/modems
- Human interfaces
- Handset components and trends
- Memory architectures
- Storage solutions
- GPS technology

### About In-Stat:

In-Stat's market intelligence combines technical, market and end-user research and database models to analyze the Mobile Internet and Digital Entertainment ecosystems. Our insights are derived from a deep understanding of technology impacts, nearly 30 years of history in research and consulting, and direct relationships with leading players in each of our core markets. In-Stat provides its research through reports, annual subscriptions, consulting and advisory services to inform critical decisions. Technology vendors, equipment manufacturers, service providers and media companies worldwide rely on In-Stat to support critical business, product and technology decisions.