

Mobile Graphics & Multimedia Review Integration Still Has Its Challenges

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Report Summary

Mobile electronics is the fastest growing segment of the electronics industry and represents a significant opportunity for both growth and innovation in the semiconductor industry. This report examines the multimedia acceleration (graphics, video, and audio) for Internet-connected devices, including smartphones, MID/UMPCs, netbooks, and notebook PCs.

This report examines the TAM, the integration trends, trends in third-party IP, standards impacting multimedia accelerations, and how media-rich content Internet access, increased communication bandwidth, and new technologies drive both innovation in multimedia acceleration and the mobile device market. This report is one in a series of reports that examines the three critical semiconductor building blocks of mobile devices: processing, graphics/multimedia, and baseband. This report also complements other reports in the In-Stat Mobile Technologies service.

The report Includes:

- TAM for merchant market mobile processors by application
- The estimated value of the processing, graphics/multimedia, and baseband functionality in mobile devices using merchant market mobile processors
- Integration trends for multimedia functions in mobile devices, including integration of GPUs in core-logic chipsets and CPUs in the PC segment
- The trends in multimedia IP
- IP vendor profiles
- Chip vendor profiles

HIGHLIGHTS

- The TAM for Internet-connected devices is projected to grow at a 22.3% CAGR through 2013 to about 775 million units
- Carriers will account for over 60% of Internet device unit sales in 2013.
- 91% of Internet-connected devices will be using processors with integrated multimedia acceleration, including 72% of mobile PCs.
- With fewer in-house multimedia solutions and third-party IP providers, ARM, CEVA, and Imagination are poised to benefit from increased multimedia functionality in mobile devices.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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