

Specialty Monitor Market Tracker

Vendors Look to Specialty Monitor Markets for Profit Opportunities

By Rhoda Alexander, Director

Forecast

Frequency, Time Period

- 6-year annual
- 1 year historical
- Current year
- 4-year forecast

Measures

- Annual sales by units
- Price
- Revenue

Regions, Markets

- Americas
- EMEA
- Japan
- Asia Pacific

Detail Level

- Air-traffic control
- Broadcast
- CAD/CAM/CAE
- Film production
- Graphics
- Medical

Technologies Covered

- LCD

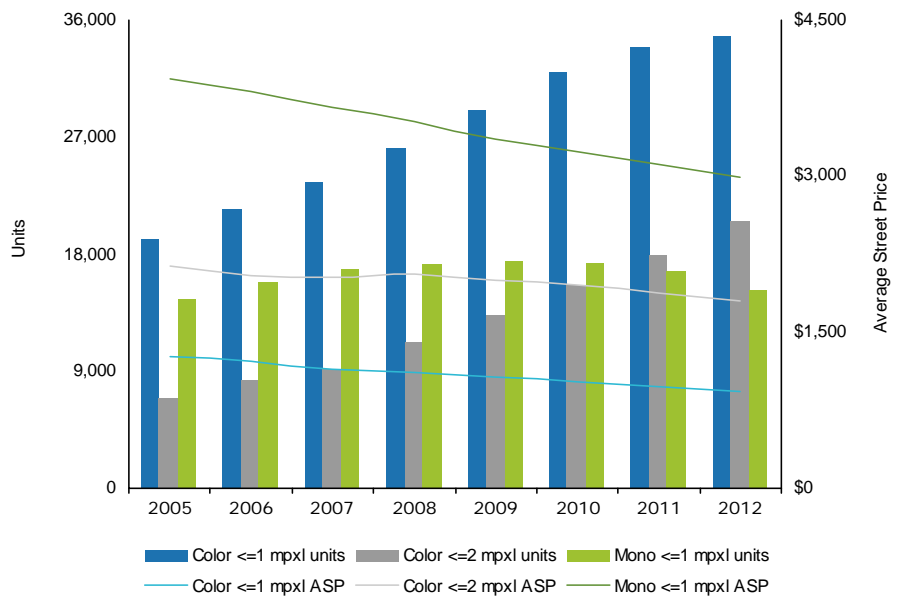
Applications and Products Covered

- LCD monitors
 - 15 to >30-inches
 - A
 - ir-traffic control
 - Broadcast
 - CAD/CAM/CAE
 - Film production
 - Graphics
 - Medical
- The medical market is segmented into 6 sub-categories including:
 - Acquisition
 - Diagnostic (PACS)
 - Referral (PACS)
 - Endoscopy
 - Surgical

Color displays are capturing a growing share of the diagnostic PACs market, one of the few remaining markets for grayscale displays. The diagnostic PACS market represents one of the richest revenue opportunities in today's medical display market. Understanding market requirements and user expectations is critical, whether you are selling components, designing displays, or a channel participant.

From air-traffic control monitors to ultrasound displays, the Specialty Monitor Market Tracker explores the world of high-performance monitors, where users look beyond price to procure display solutions that offer superior display performance. Markets covered include air-traffic control, portions of broadcast, CAD/CAM/CAE, film production, graphics and medical with breakouts for size, region, pixel density, price and revenue.

Worldwide Price/Volume Relationship – Acquisition LCD Monitors



Critical Questions Answered

- How big are these markets now and where are they going?
- Which firms are successful in these markets and what elements contribute to their success?
- What is the pricing structure and how is it likely to change over time?
- What are the key component issues?
- What are the key challenges to new entrants into these markets?
- Is there room in these markets for new vendors and what impact will those entrants have on established participants?

Who Should Read This?

- Monitor manufacturing / Medical display and equipment vendor
 - Commodity
 - Procurement
 - Marketing
 - Sales
- Panel, component, and LCD manufacturers / Graphic card providers
 - Sales
 - Engineering
 - Strategic development
- Financial

Lead Analyst

Rhoda Alexander, Director

Rhoda has more than 20 years of experience in the computer display monitor industry. She developed many of the industry's first global reports on the monitor market, including the Monitrak, and Flat Panel Monitrak reports. She coordinated the development of the Worldwide Monitor Market Tracker, Medical Displays Report, and Specialty Monitor Services.

Rhoda leads iSuppli monitor research efforts across a broad array of markets, gathering and analyzing data on price trends, production developments and migrations, market requirements, and economic impacts. The research extends beyond the large volume desktop and workstation monitor markets to smaller, high-performance opportunities in such diverse applications as medical, film, broadcast, and air-traffic control. She has extensive experience in development and execution of syndicated and primary research and has coordinated projects for many of the world's largest system and display manufacturers, with a focus on analyzing opportunities and developing forecasts for a wide variety of display monitor markets, including LCD and CRT. Rhoda is considered one of the most highly respected analysts in the display industry.

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Market Differences: Commodity vs. Specialty Displays

Sample Database

- Specialty Monitor Market - Units
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- Specialty Monitor Market - Distributor ASP
- Market Share