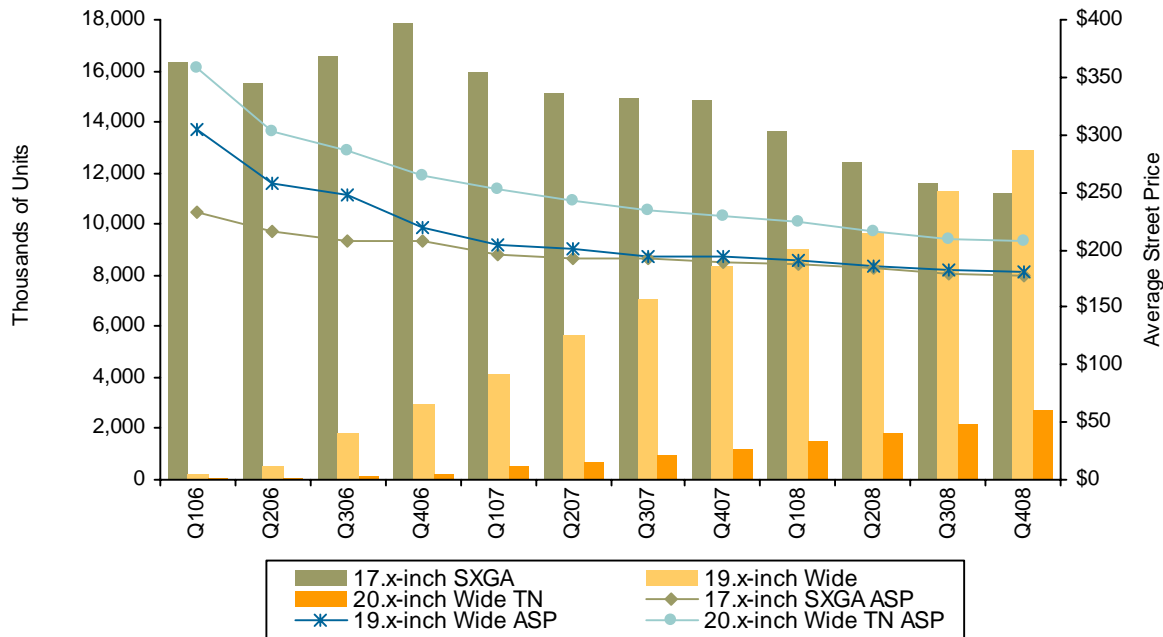


Worldwide Monitor Market Tracker

By Rhoda Alexander, Director of Monitor Research

Desktop Computer Monitors

Wide Transition Creates Opportunities and Challenges



The transition to the wide-format factor helped to spur a demand surge in consumer markets in early 2007. Vendors are hoping for a similar shift in business markets in 2008 and beyond and that customer is looking for something beyond the consumer solution. Selecting the right product mix for each market is essential.

This series provides the best available analysis of the global LCD and CRT monitor markets, addressing the entire supply chain from manufacturing through branded vendors to end-user sales. From the impact of component availability, to regional market dynamics, to issues surrounding sales channels on a quarterly basis. The Worldwide Monitor Market Tracker report series provides timely, market analysis, which is the key to success in today's market.

Critical Questions Answered

- ❑ What is the worldwide outlook for the LCD monitor market and how does it differ by region? What role will CRT monitors play?
- ❑ How are consumers and business customers reacting to shifting screen formats and styles?
- ❑ Which are the major branded vendors and manufacturers and their relative share position?
- ❑ In an increasingly global economy what are the critical regional differences?
- ❑ What are the opportunities for wide-format displays in business markets?

Who Should Read This Report?

- ❑ Purchasing
 - Commodity and global supply managers for PC OEMs
- ❑ Suppliers/Distributors
 - Marketing executives for LCD and CRT manufacturers and branded monitor vendors
 - Strategic development managers for component manufacturers-glass/plastics
- ❑ Financial
 - Technology analysts evaluating market opportunities and strengths

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2008

Forecast

- Frequency, Time Period
 - Historical back to 2007
 - Annual forecast to 2012
 - Quarterly forecast for year past, current year and future year
- Measure
 - Units
 - Average selling price (OEM and street)
 - Revenue
- Regions and Markets Covered
 - Worldwide
 - North America
 - EMEA
 - Japan
 - China
 - Asia Pacific
 - Latin America

Technologies Covered

- LCD
 - TN
 - MVA/PVA/IPS
- CRT
 - FFSM/FTM
 - Standard/FST

Markets Covered

- Desktop/Workstation
 - Multi-Function Monitors
 - Standard Monitors

Database Includes

- Eight Data Selection Criteria
 - Technology (CRT/LCD)
 - Technology Type (tube/panel type)
 - Market (Standard/MFM)
 - Region
 - Pixel Format
 - Size Family
 - Time Period
 - Channel (Business/Consumer)
- Unit Market Share
 - Manufacturer by region
 - Branded Vendor by region and size

Delivery Method

- Online via iSuppli website
 - MS Excel database
 - MS Excel market share data
 - Report of findings (PDF and PowerPoint)

Sample Table of Contents

Introduction
 Findings and Implications
 Market Update and Outlook
 Worldwide Monitor Market Forecast Changes
 Unit Trends
 LCD Monitors
 CRT Monitors

List of Figures

Figure 1: Manufacturing vs Consumption – Desktop and Workstation Monitors, Q406-Q307
 Figure 2: Manufacturing vs Consumption – LCD Monitors,
 Figure 3: Worldwide Monitor Consumption – CRT vs LCD,
 Figure 4: Worldwide Monitor Market OEM Value – CRT vs LCD, Q106-Q408
 Figure 5: Worldwide LCD Monitor Consumption – Business vs Consumer, Q106-Q408
 Figure 6: Worldwide CRT Monitor Consumption – Business vs Consumer, Q106-Q408
 Figure 7: Leading Monitor Manufacturers, Q307
 Figure 8: Leading LCD Monitor Manufacturers, Q307
 Figure 9: Leading Monitor Branded Vendors, Q307
 Figure 10: Leading LCD Monitor Branded Vendors, Q307
 Figure 11: Worldwide Price/Volume Relationship – Value LCD Monitors – Small, Q106-Q408
 Figure 12: Worldwide LCD Monitor Consumption – 19-inch Wide vs Standard, Q106-Q408
 Figure 13: Worldwide Price/Volume Relationship – Value LCD Monitors-Mid-Range, Q106-Q408
 Figure 14: Worldwide LCD Monitor Consumption – 20-inch Wide vs Standard, Q106-Q408
 Figure 15: Worldwide Price/Volume Relationship – Enterprise LCD Monitors, Q106-Q408
 Figure 16: Worldwide LCD Monitor Consumption, 2006-2011
 Figure 17: Worldwide Price/Volume Relationship, Performance LCD Monitors, Q106-Q408
 Figure 18: Worldwide Price/Volume Relationship, >24-inch Wide LCD Monitors, Q106-Q408
 Figure 19: CRT Monitor Consumption, 2006-2011

Rhoda Alexander, Director

With over twenty years of experience in market research, much of that time focused on monitors, Ms. Alexander has contributed to and developed many of the leading industry reports on the U.S. and worldwide monitor market. In addition to managing the Worldwide Monitor Market Tracker report, Rhoda is also responsible for the Specialty Monitor Market Service as well as overseeing all custom LCD and CRT monitor research. Rhoda is known as one of the most highly respected analysts in the display industry.