

Small & Medium Displays Market Tracker

Suppliers Adjust Capacity in the Face of Slow Small/Medium Display Demand

By Vinita Jakhanwal, Principal Analyst

Forecast**Frequency, Time Period**

- One year quarterly historical
- 8 quarters + 3 years forecast

Measures

- Units, value, average selling panel price
- Screen size, technology
- Area (square meters)
- TFT-LCD Market share

Technologies Covered

- Active and Passive Matrix LCD
 - TFT-LCD
 - Color STN (CSTN) and monochrome STN (MSTN)

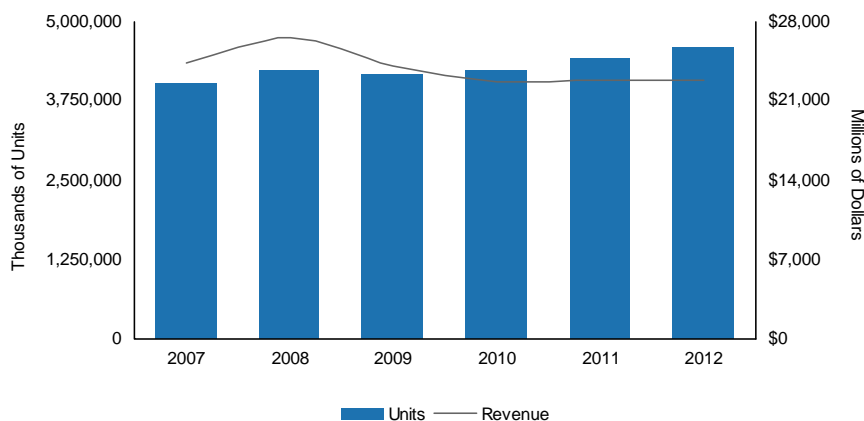
Applications Covered

- Mobile handsets
- Handheld computer/PDAs
- Automotive
- Digital Camera, Camcorders
- Portable Media Players
- Portable Navigation Devices
- Portable DVDs
- Industrial, Financial
- Other

Driven by increasing demand for portable consumer goods like mobile phones and portable media players, the market for all types of small/medium display panels (smaller than 10 inches) will swell. Keeping pace with today's market requires access to frequent forecast updates. This report's quarterly forecasts provide unsurpassed analysis on the worldwide market for small/medium displays by application, and by screen size in units, value, and average selling price for all world regions. Emerging small/medium display applications will also be covered in this report. A forecast by area (in square meters) is also provided for each application segment.

This service includes online access to a database containing 8-quarter and 3-year forecasts (units, value, average selling panel price) for the top small/medium display application categories - including emerging non-consumer applications. Also included is a database of panel suppliers' quarterly shipments market shares.

Worldwide Small/Medium Display Market Forecast
2007 to 2012

**Critical Questions Answered**

- What are the actual panel shipments and expected demands for small/medium display applications?
- What factors are impacting small/medium display demand by size, and what will drive future demands?
- How has the rapid emergence of mobile phones and other new applications affected the overall display market?
- Which suppliers dominate the market, and what are their unit shipment shares?

Who Should Read This?

- Brand Manufacturers/OEMs/ODMs for mobile phones/handheld computers / PDAs/Digital cameras
 - Product planning managers for system sales
 - Procurement Managers for Displays
- LCD/OLED Panel Suppliers
 - Product marketing/strategic planning managers
- LCD/OLED Component Suppliers
- Investment Community
 - Fund managers / investors / analysts with interest in display companies

Lead Analyst**Vinita Jakhanwal, Principal Analyst**

Vinita brings over a decade of market research and consulting experience to iSuppli where she tracks the mobile display market along with following other small and medium-display application markets. Currently she is responsible for forecasting, competitive analysis and supply/demand research for the Mobile Displays Market Tracker and the Small/Medium Display Market Tracker.

Previously, she worked as a Senior Industry Analyst at Frost & Sullivan, where she managed research in logistics and automatic identification. Vinita also worked as a Research Analyst for McKinsey and Co., tracking a variety of industrial sectors, and has experience in corporate and investment analysis.

Vinita received a Master of Economics degree from the Delhi School of Economics, and a Bachelor of Arts in economics from the University of Delhi.

Sample Table of Contents

Introduction
 Findings and Implications
 Market Update and Outlook

- Small/Medium Display Market Forecast
- Small/Medium LTPS LCD Market Forecast
 - TFT-LCD Market Share
 - Market Share Positions

Small/Medium Display Supplier Revenue Analysis
 Appendix A: Assumptions
 Appendix B: Definitions
 Appendix C: Research Methodology

Figures

Worldwide Small/Medium Display Market Forecast
 Worldwide Small/Medium Display Market Technology Revenue Forecast
 Worldwide Small/Medium Display Market Technology Revenue Forecast
 Mobile Handset Display Market Forecast
 Portable Navigation Devices Display Market Forecast
 DPF and Portable DVD Display Market Forecast
 Handheld Games Display Market Forecast
 LTPS Shipment and Revenue Forecast
 LTPS and a-Si TFT-LCD Shipment Forecast
 Small/Medium TFT-LCD Shipment Market Share
 Small/Medium Display Supplier Quarterly Revenues

Tables

Handheld Video Game Console Shipment

Database

- Five Data Selection Criteria
 - Application
 - Size
 - Technology
 - Time Period