

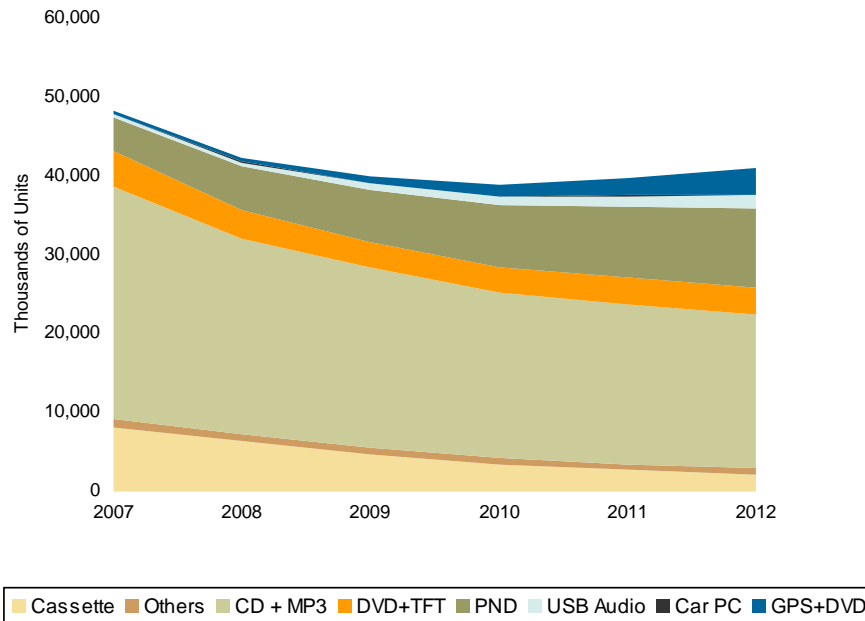
## Will Demand Reach Manufacturers Expectations?

By Isaac Wang, Industry Analyst

China Research – Q3 2008 Topical Report

### PNDs and GPS Systems to Drive China's Automotive Infotainment Market Through 2012

China Automotive Infotainment Applications Shipments and Forecasts, 2007-2012



International orders for automotive infotainment systems dropped sharply during the first months of 2008. This is leading to a reduction in the production of China's automotive infotainment applications, but the good news is this is only temporary. While automotive mainstays such as CD players and Cassette players in China will begin to lose revenue and market share, PNDs and GPS systems will continue to have a significant opportunity in the Chinese market especially as these devices fall in price and become ubiquitous.

#### Critical Questions Answered

- ❑ What is the current situation in the automotive infotainment market in China?
- ❑ What are the current trends in the China automotive infotainment market?
- ❑ What are the leading China automotive PND brands?
- ❑ What factors are impacting the China automotive infotainment market?
- ❑ What new products and feature innovations can we expect in the China automotive infotainment market?

#### Who Should Read This Report?

- ❑ Automotive
  - Planning
  - Purchasing
- ❑ Semiconductor Suppliers and Distributors
  - Marketing
  - Sales
  - Planning
  - Product Management
- ❑ Financial Community

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## Forecast

- Frequency, Time Period
  - 5-year annual
- Measures
  - Revenue
  - Units
  - Growth Rates
  - Accumulated TAM in five years
- Regions and Markets Covered
  - China
- Detail Level
  - By application
  - By local and international market
  - By after market and OEM market

## Technologies Covered

- Automotive Electronic Technology
- Automotive Semiconductor

## Applications/Products Covered

- Automotive entertainment and telematics applications which covers the following products:
  - Bluetooth Handsfree
  - Car PC
  - Cassette
  - CD + MP3
  - Digital Radio
  - DVD
  - DVD+TFT
  - GPS+DVD
  - GPS+DVD+Mobile TV
  - Mobile TV
  - PND
  - USB Audio

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### Isaac Wang, Industry Analyst

At iSuppli, Isaac is responsible for the research and analysis of the automotive, industrial, medical, and electronics contract manufacturing markets in China. He also assists in the China Application Market Forecast Tool in these areas.

Prior to joining iSuppli, Isaac worked for STMicroelectronics as a sales engineer, where he was responsible for the key Electronics Manufacturing Service customers in East China.

Isaac holds a bachelor's degree in Electronic Engineering from Tsinghua University. He also earned a bachelor's in Mechanical Engineering from Nanjing University of Aeronautics and Astronautics.