

Small/Medium Displays

Small/Medium Displays PriceTrak™

By Vinita Jakhanwal, Principal Analyst

Key Issues Addressed:

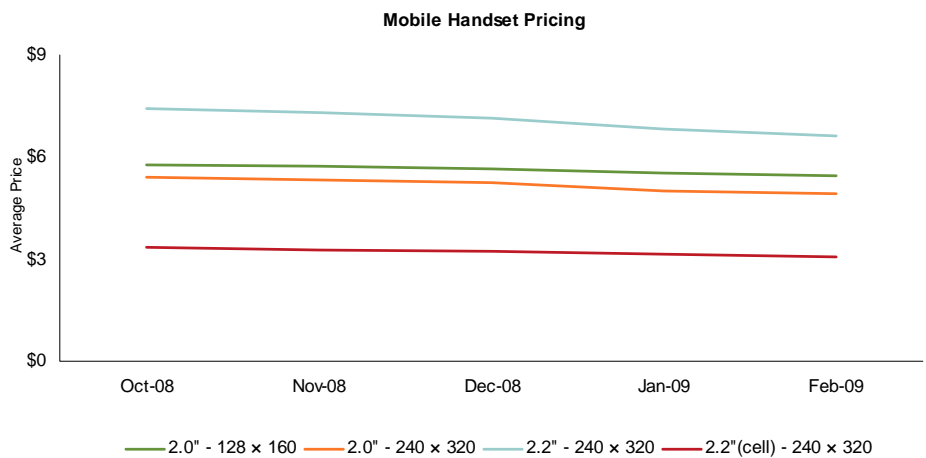
- What are near-term LCD panel price trends for mobile handsets, MP3/PMP players, digital cameras, and portable DVD players?
- What is the panel price forecast for 2009 and 2010?
- What are the near-term problems facing LCD manufacturers, such as component shortage, yield problem and their impact on panel prices?
- What is the impact on large-panel supply-demand and prices?

Applicable To:

- Brand Manufacturers/OEMs/ODMs for mobile handsets, MP3/PMP players, digital cameras and portable DVD players
 - Product planning managers for system sales
 - Procurement managers for LCD components
- LCD Panel Suppliers
 - Product marketing/strategic planning managers for LCD panels
- LCD Component Suppliers
- Manufacturers of Competitive Technologies
- Investment Community
 - Fund managers / investors / analysts with interest in display companies

The Small/Medium Displays Pricetrak provides a monthly TFT-LCD panel pricing for specific representative displays smaller than 10-inches by application. Each issue provides current and forecast prices for six months and six quarters. The forecast is based on actual price quotes obtained through supplier and buyer surveys for high, low and industry average prices.

An annual subscription to Small & Medium Displays Pricetrak™ provides monthly panel pricing for mobile handsets, MP3/PMP players, digital cameras, and portable DVD players as well as the added benefits of understanding the current and future trends and supply-demand dynamics and its impact on prices. It will also assist in developing pricing strategies for panel buyers as well as sellers.



Forecast

Frequency, Time Period

- 6 months
- 6 quarters

Measures

- Average selling prices
- High-low prices

Technologies Covered

- aSi LCD
- LTPS LCD

Applications Covered

- Mobile handset displays (including smartphones)
- MP3/PMP displays
- Digital cameras and camcorder displays
- Digital photo frame / Portable DVD players

Lead Analyst

Vinita Jakhanwal, Principal Analyst

Vinita Jakhanwal is one of the world's leading authorities on small/medium, mobile handset and OLED displays. Her clients include the top makers of handsets and other mobile devices, wireless service providers, display manufacturers and financial services firms.

Since joining iSuppli in 2001, Vinita has become known for providing exceptionally accurate market forecasts, even for new and emerging displays technologies. Her current research encompasses supply-and-demand analyses, price tracking and demand projections for virtually every application requiring a smaller display. In addition to her ongoing research, Vinita advises companies in the areas of displays sourcing, market entry strategies, and technology adoption.

Vinita previously served as a senior analyst for both Frost & Sullivan and McKinsey & Company. She earned bachelors and Masters degrees in economics from Delhi University, India.