

## Small &amp; Medium Displays PriceTrak™

## Prices Continue to Decline as Suppliers Reduce Inventories

By Vinita Jakhanwal, Principal Analyst

**Critical Questions Answered**

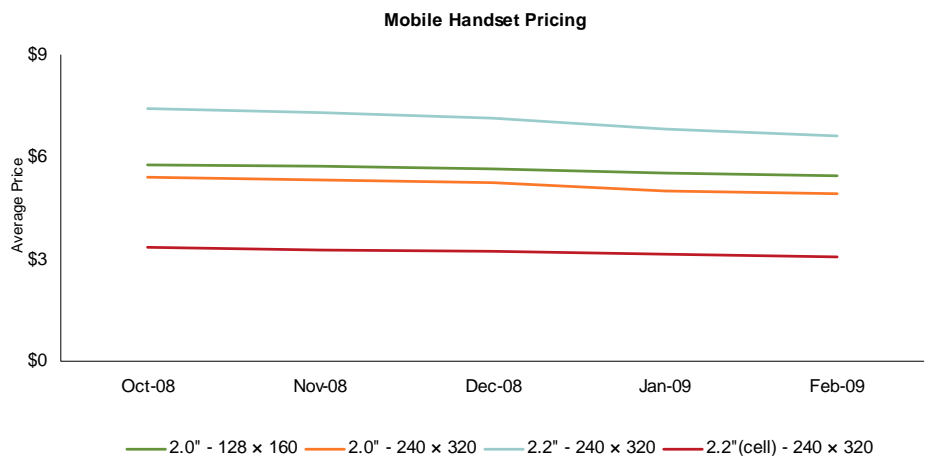
- What are near-term LCD panel price trends for mobile handsets, MP3/PMP players, digital cameras, and portable DVD players?
- What is the panel price forecast for 2009 and 2010?
- What are the near-term problems facing LCD manufacturers, such as component shortage, yield problem and their impact on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

**Who Should Use This Tool?**

- 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 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.