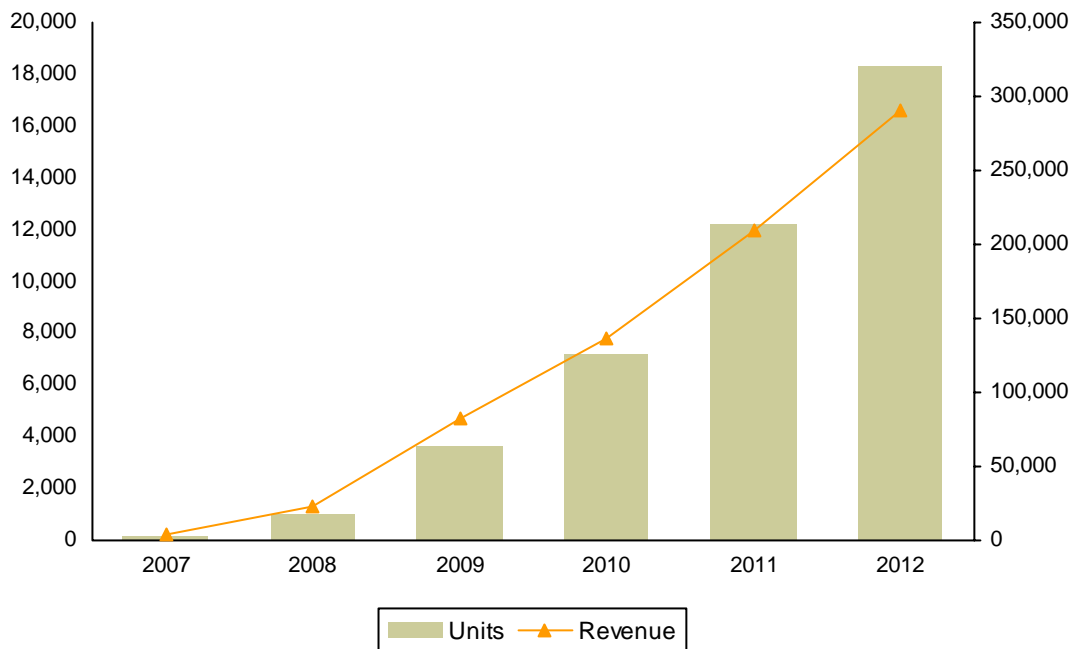


Electronic Books Drive New Applications for Displays

By Vinita Jakhanwal, Principal Analyst

Small/Medium Displays – H1 2008 Topical Report

Enormous Growth for eBooks



This report covers display market trends for the new emerging applications such as eBooks, electronic shelf labels, point-of-sale signage, and others that are new and are using displays. Specifically, this report tracks the market trends for a few such applications and creates a long-term forecast to estimate the market potential of such applications for displays. Many of these applications will be using non-LCD displays due to the unique display performance requirements such as low power consumption and high reflectivity.

Critical Questions Answered

- What are the actual shipments for emerging applications display?
- How big is the eBook/eReader display market?
- Which technologies are better suited for a particular application? What are its strengths and weaknesses?
- What are the main demand drivers for the eBook/eReader market?

Who Should Read This Report?

- Brand manufacturers/OEMs/ODMs for emerging applications
 - Product planning managers for system sales
 - Procurement managers for displays
- Display suppliers
 - Product marketing/strategic planning managers
- Investment Community
 - Fund managers/investors/analysts with interest in display companies

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Forecast

- Frequency, Time Period
 - 5-year annual
- Measures
 - Units
 - ASP
 - Revenue
- Regions and Markets Covered
 - All
- Detail Level
 - By application

Technologies Covered

- Electrophoretic Displays (EPD)
- Electrochromic Displays
- Bi-stable LCDs
- MEMS

Applications/Products Covered

- eBooks/ePaper
- Electronic Shelf Labels (ESL)
- Point of Sale (POS)/ Point of Purchase (POP) devices
- Smartcards and other cards with displays
- Removable flash drives
- Mobile phone and accessories

Vinita Jakhanwal Principal Analyst, Mobile Displays

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 Service and the Small/Medium Display Market Service.

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 B.A. degree in economics from the University of Delhi.

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