

Compute Platforms Topical Report

Netbooks and Emerging Form Factors: PC Saviors?

By Matthew Wilkins, Principal Analyst and Peter Lin, Senior Analyst

Forecast

Frequency, Time Period

- 5-year annual

Measures

- Units

Regions, Markets

- Worldwide

Detail Level

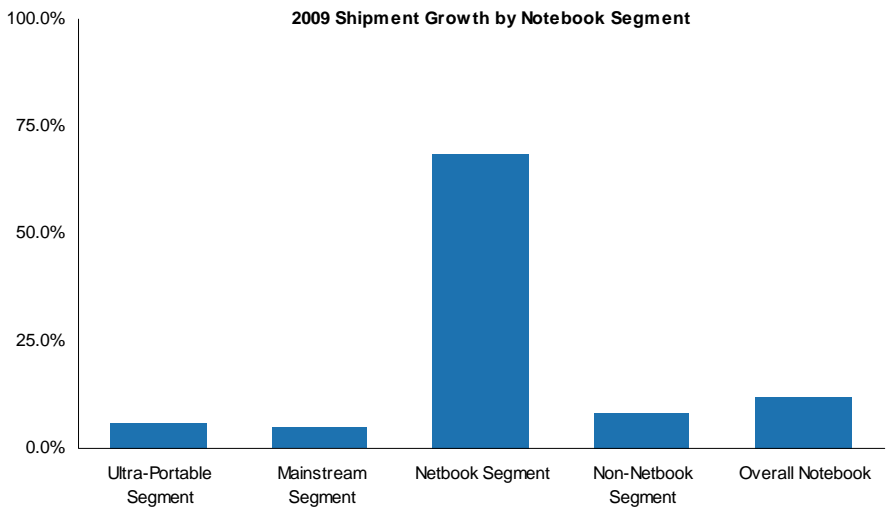
- Netbook, Value Notebook PC, Mainstream Notebook PC, Ultra-Portable Notebook PC, and Ultra-Mobile PC (UMPC)

Technologies Covered

- Operating Systems
 - Windows XP / Vista / 7
 - Linux
- Software Applications
- Microprocessors (X86, MIPS, ARM)
- Chipsets
- Displays
- Storage
 - HDD
 - SSD
 - Flash
- Battery
- Mobile Broadband/WWAN
- ADSL & WiFi

The Netbook market is the leading growth segment within the PC market today. iSuppli expects the Netbook segment to report 2009 unit growth in excess of 3X the size of any other segment in the Notebook market.

Aside from examining the position the Netbook will achieve in the Notebook PC market over the next five years, this report examines the technical aspects of the platform, competing offerings from semiconductor suppliers, as well as a detailed analysis of how the Netbook and Mobile Broadband represent opportunities for new market entrants along with new sales channels.



Critical Questions Answered

- What growth will the Netbook segment achieve over the next few years?
- Who are the key semiconductor suppliers to the Netbook market?
- How will Netbooks and Mobile Broadband be sold?
- Does the Netbook segment only provide opportunity for existing PC OEMs?
- Who are the top PC OEMs in the Netbook market?
- How has the Netbook BoM changed in the past 12 months?
- Who are the key ODMs supplying Netbooks, and who are their key clients?
- What are the key issues concerning the applications and operating systems available for Netbooks?

Who Should Read This?

- EMS / ODMs / OEMs / ISV
 - Planning Managers
 - Procurement Managers
 - Engineering Managers
 - Strategic & Tactical Marketing Managers
- OEMs / EMS / ODMs / Component Suppliers
 - Marketing Managers
 - Strategic Marketing
 - Strategic Planning
- Financial Community
 - Financial Analysts

Lead Analyst

Matthew Wilkins, Principal Analyst

Matt is a principal analyst for iSuppli covering compute platforms in the application markets practice. In addition to managing iSuppli's compute platforms research, Matt manages iSuppli's Computer Systems Cost Analyzer (CSCA) - a cost modeling tool for the PC platform. Prior to iSuppli, Matt was a research analyst at Gartner in the product research division, where he covered the compute platform application markets. Most recently he managed tactical research focusing on the desktop and notebook PC markets, and was one of the lead analysts covering the technical workstation market. Prior to Gartner, Matt was responsible for custom research projects at the IT market research division of McGraw-Hill.

Matt holds a BSc Degree in Design Technology and Business, from the University of Plymouth, Devon, England.

Peter Lin, Senior Analyst

Peter is a senior analyst for iSuppli covering compute platforms in the application markets practice. Prior to iSuppli, Peter served as a procurement manager at Lenovo where he was responsible for sourcing DRAM and electronics products and benchmarking key component prices. Peter also served as an industry analyst at Taiwan's Market Intelligence Center (MIC) where he was responsible for research on enterprise storage, server, desktop PC, e-business and IPO procurement.

Peter earned a Bachelor of Business Administration from National Taiwan University and an MBA from National Chengchi University.

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Netbook Forecast

Notebook PC Forecast

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