

MAP Model

*Market Analysis and Planning



What is the MAP Model?

The MAP Model is a strategic planning tool that:

- Tracks key data you need to make informed decisions for your business
- Combines end market forecast data with semiconductor bills of materials and integration trends
- Provides a roadmap for future semiconductor consumption
- Includes pricing and manufacturing data
- **NEW! CONTAINS REGIONAL DATA!**
- **NEW! INCLUDES 5 YEARS OF HISTORY!**

Methodology

Semico analysts track significant applications. Within each market, Semico gives you a market forecast, OEM market players, bill of materials with integration trends, the ASPs for the semiconductor components, a semiconductor TAM, and the wafer requirements.

The bills of materials for the end markets are determined by:

- product teardowns
- discussions with semiconductor manufacturers, OEMs and CEMs
- block diagrams
- reference designs

Primary research and close working relationships with semiconductor manufacturers allow Semico access to roadmaps on device and manufacturing technology. Semico also tracks die sizes and yields for the semiconductor devices through its wafer demand model. This information is integrated into the MAP Model to track wafer demand by end market.

Show Me a Quick Menu of Information!

Main Menu
MARKET FORECAST
Five Year Forecast Units - ASP - Revenue
AVERAGE SELLING PRICE
Five Year Pricing Forecast for Semiconductor Components
BILL OF MATERIALS
Five Year Integration Roadmap Forecast by Density, Organization, etc
TAM
Dollar & Unit TAM Across Forecast Period
WAFER DEMAND
Five Year Forecast for Wafer Requirements
OEM
Market Share Data for the Leading Players in the Market

I'm Interested! Is There a Demo?

Yes, visit us online to review all the Semico MAP Model has to offer!
www.semico.com

How Can I Customize the MAP Model?

Select from a variety of options to fit your needs!

Full Database

Data for all the end-use markets that Semico tracks

Partial Database

Select any section from Communications, Computer, Consumer, Industrial, and Transportation

Individual Markets

Select any combination of end-use markets

MAP Focus Reports

Written reports including all of the model data plus an investigation of design alternatives

<p>Wired Communications</p> <ul style="list-style-type: none"> Routers – Mid to High End Digital WAN Optical WAN Cable Modems xDSL Modems Internet Phones (VoIP) Other Wired Communications 	<p>Computer</p> <ul style="list-style-type: none"> Desktop PCs Notebook PCs Handhelds Entry-Level Servers Mid-Range and High-End servers Workstations Other Computing
<p>Wireless Communications</p> <ul style="list-style-type: none"> Digital Cell Phones Smart Phones Cellular Infrastructure Wi-Fi Access Points Wi-Fi Clients Other Wireless Communications 	<p>Consumer</p> <ul style="list-style-type: none"> Digital Cameras Digital Video Cameras Digital TVs DVD Video Players DVD Video Recorders MP3 Players Portable Multimedia Players Set Top Boxes Video Game Consoles Other Consumer Electronics
<p>Transportation</p> <ul style="list-style-type: none"> Engine Control Units 	<p>Industrial</p>