

## Semiconductor Market Forecasts



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### Opportunities for Power Architecture in Embedded Processing (2009 Edition)

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One of a series of 4 reports on ARM, MIPS, Power Architecture & x86  
in Embedded Processing | Published May 2009 | 90 Pages

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## Opportunities for Power Architecture in Embedded Processing - Report Overview

### Key features of the study include:

- One of a series of 4 reports on ARM, MIPS, Power Architecture & x86 in Embedded Processing.
- Coverage of the market for Power Architecture-based MCUs/eMPUs, ASICs/ASSPs and FPGAs.
- Analysis of 20 application areas, providing detailed coverage of each end-use sector.
- Unit, revenue and average pricing (ASP) analysis for Power Architecture-based MCUs/eMPUs, ASICs/ASSPs and FPGAs in each application. Base year is 2008, with forecasts to 2014.
- 2008 supplier market share estimates for Power Architecture-based embedded processors.
- Highly quantitative analysis, with discussion summarized in short, easy to read bullet points.
- PDF and Excel delivery options available.

### Application Analysis

The study provides analysis of the market for Power Architecture-based embedded processors in each of the following application areas.

- Automotive Under-the-Hood Electronics
- Cellphones & Communicators
- Wired Communications Infrastructure
- Compute Platforms
- Office Equipment & Computer Peripherals
- Handheld Games Consoles
- Cameras & Camcorders
- DVD Recorders & Players
- Industrial Automation & Drives
- Chip Cards & Payment Processing
- Automotive Entertainment Systems
- Customer Premises Equipment
- Wireless Communications Infrastructure
- HDDs & Storage Systems
- Wired Games Consoles
- Media Players/MP3 Players
- TVs & Set-top Boxes
- Other Consumer Electronics
- Medical Electronics
- Other Industrial Electronics

For each application area, the study provides analysis of units, revenues and average pricing (ASP) for each of the following product types. Base year for analysis is 2008, with forecasts to 2014.

- Power Architecture-based MCUs/eMPUs
- Power Architecture-based ASICs/ASSPs
- Power Architecture-based FPGAs

## Example Tables

Opportunities for Power Architecture in Embedded Processing by Application - Revenue Summary

Revenues (\$m)	2008	2009	2010	2011	2012	2013	2014	CAGR (08/14)	DIFF (08-14)	SUM (08>14)
<b>Automotive</b>								-	0.0	0.0
Under-the-hood Electronics								-	0.0	0.0
Entertainment Systems								-	0.0	0.0
<b>Communications</b>								-	0.0	0.0
Cellphones & Communicators								-	0.0	0.0
Customer Premises Equipment								-	0.0	0.0
Wired Communications Infrastructure								-	0.0	0.0
Wireless Communications Infrastructure								-	0.0	0.0
<b>Computer</b>								-	0.0	0.0
Compute Platforms (excludes compute CPUs)								-	0.0	0.0
HDDs & Storage Systems								-	0.0	0.0
Office Equipment & Computer Peripherals								-	0.0	0.0
<b>Consumer</b>								-	0.0	0.0
Wired Games Consoles								-	0.0	0.0
Handheld Games Consoles								-	0.0	0.0
Media Players/MP3 Players								-	0.0	0.0
Cameras & Camcorders								-	0.0	0.0
TVs & Set-top Boxes								-	0.0	0.0
DVD Recorders & Players								-	0.0	0.0
Other Consumer Electronics								-	0.0	0.0
<b>Industrial</b>								-	0.0	0.0
Automation & Drives								-	0.0	0.0
Medical Electronics								-	0.0	0.0
Chips Cards & Payment Processing								-	0.0	0.0
Other Industrial Electronics								-	0.0	0.0
<b>Total</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
<b>Year-on-year Growth</b>		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			

Source: Semicast Research

Table Revised: April 2009

Opportunities for Power Architecture-based Embedded Processors in  
Automotive Under-the-hood Electronics by Product

Product	2008	2009	2010	2011	2012	2013	2014	CAGR (08/14)	DIFF (08-14)	SUM (08>14)
<b>Power Architecture-based MCU/eMPU</b>										
Revenues (\$m)								-	0.0	0.0
Units (MU)								-	0.0	0.0
Average Price (\$)								-		
<b>Power Architecture-based ASIC/ASSP</b>										
Revenues (\$m)								-	0.0	0.0
Units (MU)								-	0.0	0.0
Average Price (\$)								-		
<b>Power Architecture-based FPGA</b>										
Revenues (\$m)								-	0.0	0.0
Units (MU)								-	0.0	0.0
Average Price (\$)								-		
<b>Total Revenues (\$m)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
<b>Total Units (MU)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.0	0.0
<b>Average Price (\$)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-		

Source: Semicast Research

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## Analyst Biography

Colin Barnden - Principal Analyst



Colin joined Semicast Research in June 2006 and is principal analyst for semiconductor research and vice president of business development. Prior to joining Semicast, he worked for 12 years at IMS Research, rising to the position of Senior Research Director of its Semiconductor Research Group and responsible for analyst coverage on the analog/mixed signal, optoelectronic and embedded processing industries. Colin also set-up and established IMS Research's Automotive Electronics Group. During his tenure, Colin authored dozens of reports and became a well respected industry analyst. He holds a B.S. in Electronic Engineering from Aston University, England.

## About Semicast

Semicast Research is a respected provider of independent market research on the semiconductor and electronics industry.

It specializes in coverage of new and emerging applications including industrial semiconductors, wireless semiconductors, automotive electronics, telematics/infotainment, digital consumer convergence and embedded processing.

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