

## The DSP Chip Market Is Forecast Grow A Moderate 8% In 2007, And Continues To Be The Major Technology Driver For Communications And Multimedia, According To New Forward Concepts Study

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**Tempe, AZ – April 24, 2007** – The market for general-purpose digital signal processor (DSP) chips is forecast to grow 8% in 2007 to the \$9 billion level according to a new market study from Forward Concepts, here. The new study, "DSP Chip Strategies '07" predicts a more typical growth of 15% in 2008 driven by communications and multimedia applications. But the new study also emphasizes the even bigger embedded DSP market that will grow to \$17.6 billion in 2007, to almost twice the size of the general-purpose DSP chip market. The new in-depth study is believed to be the most comprehensive study available of markets driven by DSP technology, and includes the results of a new survey of DSP professionals in over 30 countries.

Forward Concepts' President and Principal Analyst, Will Strauss, is the author of the study and he is considered the foremost authority on DSP market trends. According to Mr. Strauss, "The general-purpose DSP market is the best known and is dominated by Analog Devices, Freescale, Agere/LSI and Texas Instruments. The embedded DSP market, on the other hand, is where most new opportunities for emerging companies are because of lower barriers to entry. For example, a number of new companies identified in the study are introducing parallel array processor chips for unprecedented DSP horsepower on a single chip at relatively low clock frequencies and reduced power consumption."

The embedded DSP market is dominated by companies like Qualcomm, Broadcom, Marvell and Infineon, with most of their DSP products offered as Systems on Chip (SoC). Because of the heavy SoC emphasis, the major RISC vendors have added DSP capability to their product offerings. The report profiles the DSP market stance of these and over 100 other chip and core vendors.

The study points out that the general-purpose DSP market is dominated by communications applications, with cellular being the biggest. The embedded DSP market, however, is more closely identified with multimedia applications. But, that market segment also includes communications chips for Wi-Fi, WiMAX and Bluetooth as well as DSL and cable modems. All of these and new DSP-centric markets like DAB and HDTV are also forecast in the report through 2011.

This is the only study available that provides worldwide equipment production forecasts by major application and geography with IC and DSP penetration for each. This is a valuable resource for business planning by both chip vendors and their customers.

"DSP Chip Strategies '07" consists of 338 pages, 105 figures, 71 tables and also includes an extensive 36-page appendix that includes a listing of abbreviations and acronyms and a glossary of DSP terminology. The hard copy price for the study in North America is \$3,895.00 and is available electronically only on an enterprise-wide license basis for \$8,000.00. Details of the study and a complete table of contents can be found at: <http://www.fwdconcepts.com/DSP07.htm>





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