

Cellphone Sensor Growth Phenomenal says New Forward Concepts Study

New Forward Concepts Cellular Peripherals Study Claimed to be the Most Detailed Available

Contact Will Strauss: 480-968-3759

Mesa, AZ, U.S.A. June 13, 2012: Forward Concepts has announced the publication of its newest study of the worldwide market for the peripheral chips that enhance the core chips that constitute the heart of cellphones and cellular-enabled tablets. The new study "Cellular Handset & Tablet Peripheral Chip Trends '12," is a follow-on study to the company's earlier one on the cellular terminal core chips (basebands, application processors, power management and cellular RF chips).

Cellular peripheral chips covered in the study are numerous, and include:

- Wi-Fi
- Bluetooth
- Image sensors
- Touch controllers
- MEMS/Sensors
- GPS
- FM/AM
- HDMI/MHL
- Mobile TV
- NFC

Of course, there are many sub-types for most of these major peripheral chips and they are detailed in the new study. The growth in sensors has been phenomenal as gyro revenues exceed accelerometers for the first time. Accelerometers are now at the 100% penetration level in Smartphones and tablets. In 2011, Gyros became the second largest MEMS market after silicon accustical microphones.

By 2016, MEMS devices are predicted to be the largest peripheral segment, surpassing touch controllers, image sensors and the combination WLAN (Wi-Fi, BT, FM & GPS) chips.

The study estimates 2011 market shares of virtually all chip vendors and forecasts most individual chip types in units, average selling price and revenue through 2016.

As noted above, this is a companion study to "Cellular Handset & Tablet Core Chip Trends '12." published earlier. Together, the two studies cover virtually all cellular terminal chips, their vendors and detailed markets.

According to the principal author, Carter L. Horney, "The market for cellular peripheral chips presents new opportunities for startups and smaller companies that can be more profitable than the major core markets like basebands and application processors."





Will Strauss, Forward Concepts' president said, "We are confident that this study provides the comprehensive information needed for new product and business planning."

The new 345-page study is available only electronically and details are at www.fwdconcepts.com/peripherals

Contact:

Will Strauss
President & Principal Analyst
Forward Concepts, Tempe AZ
wis@fwdconcepts.com
(480) 968-3759

