

Forward Concepts Publishes Market Study of Cellphones and all Cellphone Chips

Report claimed to be the most comprehensive in both breadth and depth.

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Tempe, AZ – July 14, 2006 –Forward Concepts has announced the publication of an in-depth study of the worldwide cellphone market and all of the chips that go into them. The new 460-page study, “Cellular Handset & Chip Markets '06”, gauges the performance of the top 40 handset vendors and ranks their 2005 market shares. The study provides dozens of forecasts by technology and by region through 2010 of handsets (including replacements), subscribers (including churn) and details chips of all types.

In addition, the report provides estimates of the market shares of cellphone vendors by technology (GSM, GPRS, EDGE, CDMA2000 1xEV, 1xEV-DO, WCDMA, WEDGE, HSDPA and even PHS/PDC/iDEN/TDMA). Most importantly, the study estimates market shares of chip vendors by chip type and in every applicable air technology.

According to the principal author, Carter L. Horney, "The cellphone continues to be the physical and market magnet that is pulling in the functionality of digital cameras, PDAs, MP3 players, GPS navigators, Bluetooth, FM Radio, digital TV and even cordless phones, and is quickly becoming the dominant market for each and all of these functions."

This study explores the market dynamics of each of these functions and profiles the chip providers for each of them...and it forecasts the markets for all cellphone chip types, including digital basebands, RF transceivers and PA's, application processors, graphics and other coprocessors, ring tone and melody chips, chips for Wi-Fi, GPS, Bluetooth, FM Radio, DTV, image processing, DRAM, SRAM, PSRAM, NOR flash and NAND flash memories.

Will Strauss, Forward Concepts' president and editor of the report, said "Texas Instruments remains the number-one provider of both digital baseband chips and application processors, while Qualcomm dominates the CDMA market and is coming on strong with its WEDGE baseband chips. But there are dozens of other vendors who target these and other chip types to get their piece of the market."

The 460-page study, “Cellular Chip Markets” profiles over 150 companies and includes 92 figures and 62 tables. It is available from Forward Concepts for \$3,750.00 in hard copy and in electronic form under a global enterprise license for \$7,500.00. Details are on the company's website at www.fwdconcepts.com/cell6.

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