

## **New Forward Concepts Wireless LAN Report Chronicles Major Shifts in Market Landscape as Sales Balloon**

### ***Report Finds Drastic Vendor Ranking Shifts and Details Home Multimedia as New WLAN Market***

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**Tempe AZ—March 29, 2004**--Forward Concepts has announced the publication of a new in-depth study of the WLAN equipment and chip markets. The new report, "WLAN for Enterprise and The Multimedia Home" provides a comprehensive analysis of system and chip markets for enterprise and home, with extensive coverage of home multimedia applications, including wireless-connected flat screen TVs.

Based on product reviews and interviews with dozens of companies involved in the WLAN market, the report provides detailed forecasts through 2007 of all market segments, including Access Points (APs), Network Interface Cards (NICs), Wireless Router Gateways (WRGs), and the chipsets enabling the entire WLAN network. Units, average selling prices (ASPs), and total revenue are forecast for every market segment.

The report indicates that shipments of WLAN equipment products increased an impressive 53% in 2003 over 2002 to \$3.9 billion, worldwide. The report also predicts that WLAN will continue growing as a stellar wireless market performer at a 21% compound rate to the \$8.5 billion level in 2007, even with average equipment prices continuing to decline at an 18% annual rate. The report pegs the WLAN overall equipment market leaders as Cisco and Linksys (a Cisco company), followed by Buffalo, D-Link, Netgear, Symbol Technologies and a host of others.

The WLAN chip market grew a remarkable 176% in 2003 to the \$622 million level, in spite of a 40% decline in overall average selling prices. The study projects that overall WLAN chip revenues will continue to grow at a 38% compound annual rate to the \$2.2 billion level in 2007. And that's in spite of continual average selling price declines. The report indicates that Broadcom was the big winner in 2003, becoming number one from a revenue standpoint, closely followed by Atheros, Intersil (now Conexant), Texas Instruments and Agere. Thanks to Intel's huge Centrino™ marketing campaign, TI was number one in WLAN unit shipments, followed by Broadcom, Intersil, Atheros and Agere.

The report also predicts that some companies will exit the market as margins become increasingly slimmer because of growing competition, especially now that Intel has acquired a credible source for 802.11g chips through its recent acquisition of Envara, Inc., and it is clear that Intel will soon dominate the notebook computer market with its own silicon.

In addition, the report includes 87 WLAN profiles of significant equipment providers, including 24 of which that are beginning to address the emerging VoIP over WLAN market, 7 addressing smart antennas, 3 covering new switched access points, and 10 addressing new mesh networks. In-depth profiles of 11 Taiwan WLAN ODMs are also included. From a chip standpoint, 33 baseband/MAC suppliers are profiled, as are 10 R.F. and Power Amplifier chip suppliers. Uniquely, the report not only provides details of chip vendor market shares for each chip class, but also indicates which chip vendor's products are shipping to what equipment vendors, and which equipments are re-branded and sold under other vendor's names.





The report also forecasts the “hot spot” market that has blossomed globally to thousands of locations, and is still growing. Both service sites and service subscribers are forecast through 2007. The report also discusses many new markets enabled by WLAN technology, including how VoWi-Fi phones in the home will finally make sense, the growth of converged WLAN/cellphones and Home Multimedia TV Networks. And it also forecasts the embedded WLAN markets for those applications, along with Notebooks, PDAs, security cameras, and much more.

The 290-page report, “WLAN for Enterprise and the Multimedia Home,” includes 83 figures and 40 in-depth tables and is priced at \$3,650 in North America. A global enterprise license for the electronic version is priced at \$7,300. Details of the report and ordering information is available on the company’s website at <http://www.fwdconcepts.com/wirelan4.htm>

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