iPad Energizes $4 Billion Tablet PC Semiconductor Opportunity by 2014

In-Stat

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The debut of the iPad promises significant opportunities well beyond just Apple. The iPad promises to energize the emerging tablet PC segment, creating a potential semiconductor opportunity of over US$4.1 billion in 2014 reports In-Stat (http://www.in-stat.com). Other component vendors will capitalize on the new opportunity for batteries and displays, as well.

Tablets have quickly become a high priority for competitors across the value chain, including mobile operators. Even more important, is that the opportunity in tablets is complementary to other mobile devices, particularly smartphones and netbooks.

Recent research by In-Stat found the following:

- The potential unit Total Available Market (TAM) for Tablets is about 50 million in 2014.
- Based on device Bill of Material (BoM) estimates, initial pricing of mainstream tablets should be in the $400-$500 range.
- Thus far, only Apple and ICD have indicated carrier strategies, and only Apple offers an entire solution that includes content and applications.
- Positioned between smartphones and PCs, tablets are attracting the interest of consumer electronics (CE) and computing OEMs.

This Market Alert is drawn from the In-Stat research, The Rise of the Internet Tablet: The Keys to Success ***[1]*** (#IN1004604WH), which covers the worldwide market for Internet tablet PCs. It includes:

- Examination of the potential for the internet tablet.
- Analysis of bill of materials and forecasting of future trends.
- Examination of products and strategies of some of the initial market entrants, such as Apple.
- TAM figures for silicon and non-silicon components based on device forecasts and estimated bill of materials.

For a free sample of the report and more information, please contact Elaine Potter at: epotter@reedbusiness.com or (480) 483-4441

To purchase it online, please visit:
http://www.instat.com/catalog/wcatalogue.asp?id=66 [2]

The price is $2,995 (US).

This research is part of In-Stat's Mobile & Computing Devices service, which examines the market trends, consumer requirements, form factors, and features of mobile communications and computing devices, including cell phones, smartphones, MIDs, mini-notes/netbooks, and PCs.

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More Information on this Research

- **Title:** The Rise of the Internet Tablet: The Keys to Success
- **Service:** Mobile & Computing Devices [7]
- **Product Number:** IN1004604WH
- **Publication Date:** February 2010
- **Number of Pages:** 24
- **Price:** $2,995 USD
- Abstract, Table of Contents, Figures & Tables **[8]**
- **Members Only:** Full text HTML [9], PDF [10]
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