

## Quarterly Small/Medium Shipment and Forecast Report

Detailed information and forecasts for small/medium displays.

This report covers the entire range of small/medium (<10") displays shipped worldwide and regionally. Backed by over 40 suppliers of data and our own team of industry analysts, the *Quarterly Small/Medium Shipment and Forecast Report* analyzes historical shipments and forecast projections to give insights that decision makers need to support procurement and product plans.

Advanced report features: The *Quarterly Small/Medium Shipment and Forecast Report* provides advanced features tracking by touch capability (in-cell, on-cell, pasted) viewing angle and 3D capability.

Use this report to:

- Benchmark panel maker market share and product mix
- *Advanced coverage*: understand growth trends of WVA technology in FPD production
- *Advanced coverage*: understand growth trends of 3D capable displays
- Understand historical and projected trends in shipments and prices
- Determine availability of new panels by supplier
- Plan for new trends, applications and markets and assess their potential
- Formulate product and pricing strategies
- Assess current economic risks, opportunities and key considerations
- Gain insight into specific technologies, applications and go-to-market strategies

### Methodology

Utilizing a unique system to cross-check data points, this report provides the most reliable, comprehensive information available on the OLED display market. [Learn more.](#)

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## Analysts



### [Hiroshi Hayase](#)

Japan  
Vice President, Small/Medium Displays

He brings years of experience to research and analysis of small/medium displays.

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## Detailed Information

### Data Covered

- Small/medium display shipments, revenues, ASPs, display area and price segmented by...
  - Geography: Worldwide or by region (China, Japan, Korea, Taiwan and ROW)
  - Applications including Mobile Phones, PDAs, Digital Cameras, Automotive, Amusement, MP3 and DVD Players, Multifunction Printers, Home and Office Applications, and Electronic Viewfinders
  - 12+ technologies
  - *Advanced features version* provides, touch (in-cell, on-cell, pasted), WVA and 3D capable data
  - 55+ panel makers
  - 160+ size/resolution combinations
- Time period: Results for the prior 8+ quarters
- 6+ year forecast available by technology, application, and size/resolution
- OEM module and cell shipments available by supplier by size/resolution and application
- Comprehensive report, pivot tables and Excel-based charting and graphing tool so you can view the data the way you want
- Long term historical data also available



### Key Questions Answered

- How can I adjust my company's pricing strategy to take the lead over my competition?

- What will be the next 'killer app' in the small/medium display market?
  - Is my company gaining or losing share?
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## Subscription Package

Frequency: *Quarterly*

Format:  

### Quarterly Delivery Schedule

Week 13: Excel Pivot Tables

Week 15: Advanced Excel Pivot Tables

Week 15: PowerPoint Analysis and Report

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## Outline

- Executive Summary
- Methodology
- Small/Medium Display Shipments by Application and Supplier
  - Applications include: Mobile Phone Main Display Shipments, PDA Display Shipments, Automobile Monitor Display Shipments, Digital Still Camera Display Shipments, Digital Video Camera Display Shipments, Portable DVD Player Shipments, Amusement Display Shipments, MP3 Player Display Shipments, Multi-Function Printer Shipments, Mobile Phone Sub-displays Shipments, Electronic Viewfinder Shipments, Other Display Shipments and PMLCD Displays
- Small/Medium Display Revenues by Application
- Small/Medium Display Shipments and Revenues by Supplier
- Small/Medium Value Chain Analysis by Application
- Active Matrix Small/Medium Supply/Demand
- Small Medium OEM Cell
- S/M OEM Module Shipments and Revenue
- S/M Shipments and Revenue Forecast

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