

## Quarterly Small/Medium Pricing Report

Reliable small/medium pricing information.

This quarterly report provides clients with reliable market average prices for mainstream small/medium panels. Presented in Yen and US Dollars, prices are calculated as Average Selling Prices (ASPs) and Weighted Average ASPs (WAAs). Clients use this information to compare their company's pricing strategy, to determine which applications are most profitable and to forecast future pricing trends.

---

### Analysts



[Hiroshi Hayase](#)

Japan

Vice President, Small/Medium Displays

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

---

### Detailed Information

#### Data Covered

- Rolling historical 5 and forecasted 2 quarters
- Average Selling Price (ASP) and Weighted Average ASP (WAA) for multiple applications: Mobile Phones, PDAs, Automotive Monitors, Digital Still Cameras (DSC), Digital Video Cameras (DVC), Portable DVD Players, MP3 Players, Amusement/Games, Multifunction Printers, Mobile Phone Sub-displays, Electronic View Finders, Automotive Applications, Home Applications, Office Applications, Other Passive Matrix Applications and Other Applications
- High-Low-Average ASP Q/Q and Y/Y Trends by LCD Type, by Size and by Resolution

#### Key Questions Answered

- How and when should I adjust my company's pricing strategy?
- Which applications are poised to become industry winners? How can my company benefit?
- What changes in future price trends, based on DisplaySearch forecasts, will affect my company's competitiveness?

---

### Subscription Package

Frequency: *Quarterly*

Format:

#### Quarterly Delivery Schedule

Week 13: Excel Pivot Tables

Week 14: PowerPoint Analysis and Report

---

### Outline

- Executive Summary
- Methodology
- Mobile Phone (MP) Display ASPs
- PDA Display ASPs
- Automotive Monitor (AM) Display ASPs

- Digital Still Camera (DSC) Display ASPs
- Digital Video Camera (DVC) Display ASPs
- Portable DVD Player Application Display ASPs
- MP3 Application Display ASPs
- Amusement (Games) Application ASPs
- Multifunction Printer Application Display ASPs
- Mobile Phone Sub-display Application ASPs
- Electronic View Finder Application Display ASPs
- Automotive Application Display ASPs
- Home Application Display ASPs
- Office Application Display ASPs
- Other PM FPD Application Display ASPs
- Other Application Display ASPs
- Data Analysis

---

## Contact

Sign up for free email information services at [www.displaysearch.com/subscribe](http://www.displaysearch.com/subscribe). You can read our analysts' blog at [www.displaysearchblog.com](http://www.displaysearchblog.com) and follow us on Twitter at [@DisplaySearch](https://twitter.com/DisplaySearch).

For more information on DisplaySearch analysts, reports and industry events, contact DisplaySearch at [contact@displaysearch.com](mailto:contact@displaysearch.com) or visit us at <http://www.displaysearch.com/>.

Media contact: Stacey Voorhees +1.925.336.9592 or email [media@displaysearch.com](mailto:media@displaysearch.com)