

Communication ICs Turning Points Forecasts *(Wireless & Wired)*

Service Number:	12
Forecast Horizon:	4 – 10 months
Total Reports:	12
Refund Guarantee Period (months):	3
Price (annual):	\$5,500

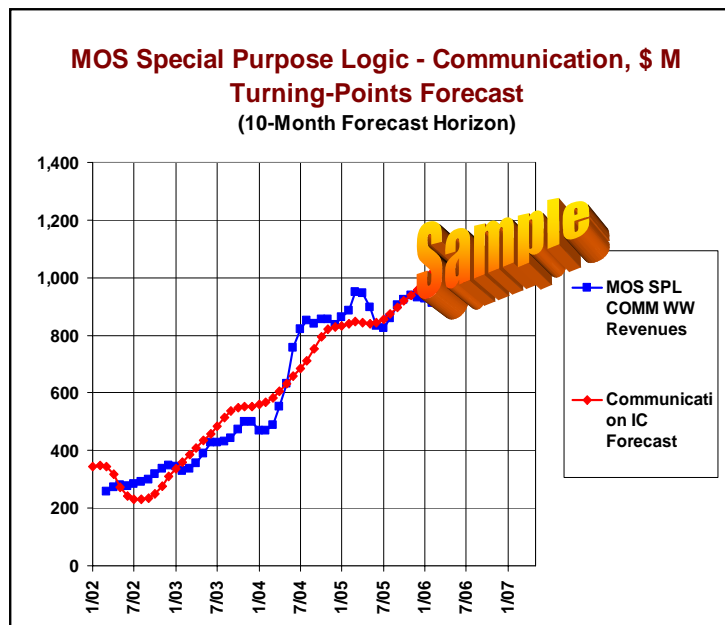
Report Includes:

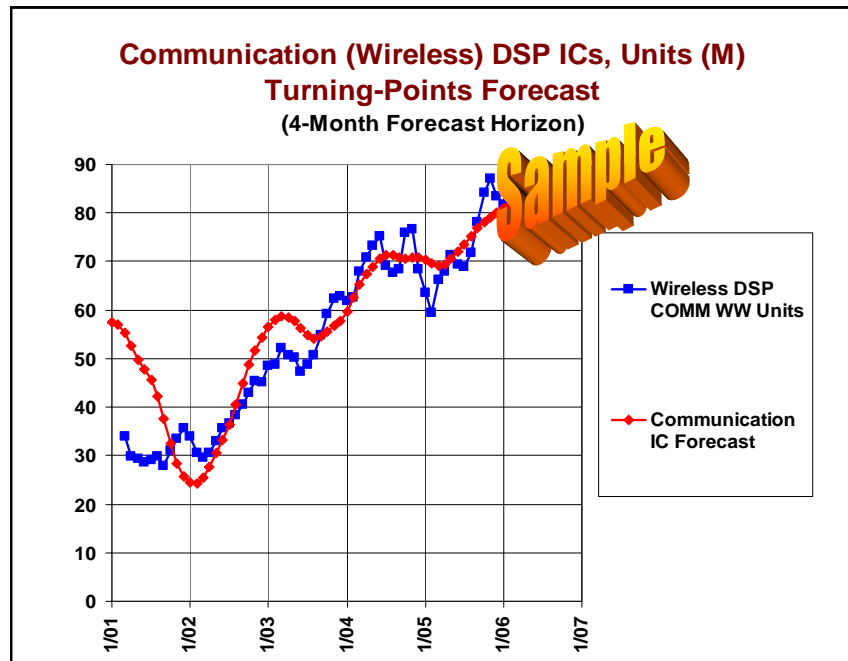
- **DSP** Worldwide (Units) - Wireless - 4-month horizon
- **DSP** Worldwide (Dollars) - Wireless - 4-month horizon
- Application Specific **Analog - Communications** (Dollars) - 9-month horizon
- **MOS Special Purpose Logic** - Communication (Dollars) - 10-month horizon
- Qualcomm's **CDMA** Technology (Dollars) - 4-month horizon
- Communication Worldwide ICs (Dollars) - Wired - 8-month horizon
- Communication **ASICs** Worldwide (Dollars) - Wired - 8-month horizon
- Complimentary Industry Statistics Reports - Semiconductor Equipment and/or ICs
- Correlation of Wireless Forecast to sub-segments: cellular phones, infrastructure, short range, and other as actual data become available

Your Competitive Advantage:

- Optimize **manufacturing load** with fewer adjustments (forecasts aren't modified retroactively)
- **Manage inventory** to increase turns and eliminate write-offs
- **Plan capacity** more accurately
- Manage business **based on facts** (forecasts exclude opinions and extrapolations)
- Purely **Quantitative** Forecast Model (*)
- Top-down forecast to **counterbalance other sources**

The charts below show the correlation between Advanced Forecasting's Turning-Points Forecast and Worldwide Sales of Communication ICs (MOS Special Purpose Logic Communication and DSP ICs Wireless). As a rule, actuals oscillate around the forecast of Underlying Demand. A deviation of significant magnitude triggers a correction.





Consider also (highly recommended):

To obtain a more complete view of the future of the IC industry, consider our base service, the [IC Revenues Cycle Forecast](#). It presents a rolling **19-month horizon** of the Underlying Demand for Worldwide IC consumption, forecasts for North America, Europe, Japan, and Asia-Pacific, and our exclusive IC Recovery Index. In addition you will benefit from our analysis and interpretation which appear only in this service.

Free, No Obligation Correlation Analysis:

Advanced Forecasting offers a free analysis to determine the correlation between our forecasts and your specific product line sales. To apply the forecast to specific products, Advanced Forecasting analyzes product specific sales data and overlays them on its proprietary industry forecast. This forecast is easily implemented to forecast various materials, consumables and components of equipment. Data provided for analysis is not used as an input to the model.

Unique Methodology:

Advanced Forecasting's forecasts for the Semiconductor, Semiconductor Equipment, and Materials are based on monthly measurements of economic factors, and the interactions among them, influencing the consumption of ICs through the purchasing behavior of individuals and companies who buy end-equipment products (i.e., computers, communications equipment, automobiles, etc.). To avoid human opinion and extrapolation, we do not use industry consensus and surveys of industry managers as input to our models.

For more information, please contact:

Rosa Luis
Director of Marketing and Sales
Phone: 408.725.2964
Email: rosal@adv-forecast.com