



## FOR IMMEDIATE RELEASE

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### **IC Insights to Host Fall IC Industry Forum** *Conference to review latest market research and outlook for 2005*

**Scottsdale, Arizona — August 20, 2004** — IC Insights is pleased to announce its first annual Fall IC Industry Forum to be held from 9:00am to 11:00am on September 23, 2004 at the Four Points by Sheraton Hotel in Sunnyvale, California.

IC Insights developed the Fall Forum in response to the many dramatic month-to-month changes in IC industry market forecasts and the various schools of thought that have further confused the market outlook for the near-term IC industry.

IC Insights will present a clear and logical explanation of and discuss the assumptions behind its current industry forecast, with a special emphasis given to 2005. Capital spending trends, the global business outlook, as well as economic and political triggers for growth will all be reviewed and shown how these may impact the IC industry in 2005. The forum is designed to be highly interactive, and participants are urged to bring their questions.

Join IC Insights on Thursday, September 23 at the Four Points by Sheraton in Sunnyvale, California. IC Insights clients pay just \$95; others, \$195. Call 480-348-1133 or visit IC Insights on-line at [www.icinsights.com/events/fallforum.html](http://www.icinsights.com/events/fallforum.html) for further information.

#### **About IC Insights**

IC Insights, Inc., based in Scottsdale, Arizona, is dedicated to providing high-quality, cost-effective market research for the integrated circuit industry. Founded in 1997, IC Insights offers coverage of global economic trends, the IC market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of emerging markets for ICs. For more information, contact 480-348-1133 or [info@icinsights.com](mailto:info@icinsights.com), or visit [www.icinsights.com](http://www.icinsights.com).