



## FOR IMMEDIATE RELEASE

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### **2008 Edition of Integrated Circuit Market Drivers Report Released** *New report expanded to include examination of potential future "killer applications"*

**Scottsdale, Arizona --- December 10, 2007 ---** IC Insights today released the 2008 edition of its annual report *Integrated Circuit Market Drivers—A Study of Emerging and Major End-Use Applications Fueling Demand for Integrated Circuits*. The aim of the report is to help identify emerging and established electronic system applications that are expected to drive IC market growth through 2011.

The 500-plus-page report includes not only more than 10,000 market data points categorized by IC device type, by electronic system type, and by geographic region, but also thorough analyses of the electronic system products and markets driving demand for ICs. Electronic systems analyzed include wireless networking, cellular phones, automotive electronics, digital television and set-top boxes, video game consoles, digital audio players, and several others.

New for 2008 is a section in the report covering promising new applications that could be among the next "killer applications." Examples include wireless sensor networks, solid-state disk drives and hybrid drives, femtocell basestations, programmable video transcoders, digital video surveillance systems, energy harvesting, and microfluidic lab-on-chip devices.

The 2008 *IC Market Drivers* report is available for \$2,390 in CD-ROM or three-ring binder format, or for \$2,885 as a bundled CD-binder set. An Internet access password is available as a \$695 option. For company-wide use, a multi-user corporate license costs \$5,690 and comes with a CD, binder, and Internet access password. For more information, please visit:  
<http://www.icinsights.com/prodsrvs/marketdrivers/marketdrivers.html>.

#### **About IC Insights**

IC Insights, Inc., based in Scottsdale, Arizona USA, is dedicated to providing high-quality, cost-effective market research for the semiconductor industry. Founded in 1997, IC Insights offers coverage of global economic trends, the semiconductor market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of end-use applications driving demand for ICs. For more information, contact +1-480-348-1133 or [info@icinsights.com](mailto:info@icinsights.com), or visit [www.icinsights.com](http://www.icinsights.com).