

The McCLEAN REPORT

2010 Edition

A Complete Analysis and Forecast of the Integrated Circuit Industry

- Over 800 pages and 700 tables, graphs, illustrations
- Free monthly updates and mid-year report
- Free call-in privileges on information presented
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Stay Informed! Receive Your Copy of *The McClean Report* and Monthly Updates Throughout 2010

IC Insights is proud to offer the 2010 Edition of *The McClean Report*. Now in its 13th year, this highly acclaimed study provides a comprehensive review of the IC industry. The report includes historical IC data, detailed information on the current state of the integrated circuit industry, and a sound and unbiased five-year forecast of the IC market.

A Great Resource for ...

- Detailed IC market, unit, and pricing forecasts
- Capital spending and fab capacity issues
- Rankings of major IC suppliers by device type
- Product market details (e.g., DRAM, MPU, etc.)
- IC technology and packaging trends

... and more!

Totalling 800-plus pages and containing nearly 700 charts and illustrations, *The McClean Report* offers valuable information for anyone associated with the IC industry. Whether you are involved in business planning, strategic or product marketing, sales, purchasing, securities analysis, technology development, or simply need an authoritative study of the integrated circuit industry, expect *The McClean Report* to provide the comprehensive and reliable data to stay informed.

COMPLETE YEAR-LONG SERVICE

The McClean Report is more than just an annual industry report, it is a complete year-long service. Your subscription includes the following services:

○ MONTHLY UPDATES **FREE!**

Subscribers receive monthly updates throughout 2010, ensuring you are kept "current" with the highly dynamic IC industry! From March through November, eight updates are provided that review significant trends shaping the industry. The June and July updates are combined to provide an extensive 200-plus-page Mid-Year Report that updates all the core information found in the main report.

○ CALL-IN PRIVILEGES **FREE!**

Unlike some market research houses, IC Insights allows its subscribers free call-in privileges to discuss *McClean Report* material with the company's analysts.

○ SEMINAR (1Q) **FREE!**

In the first quarter, IC Insights hosts a half-day seminar that summarizes IC industry trends discussed in the report. The seminar will provide you with a solid understanding of the analysis used by IC Insights to form its IC industry forecast. See back page for seminar locations and schedules.

Register early as space is limited!

○ QUARTERLY WEBCASTS (2Q-4Q) **FREE!**

During the second, third, and fourth quarters of the year, IC Insights provides *McClean Report* subscribers with free log-in access to webcasts that highlight the latest industry trends and important issues.

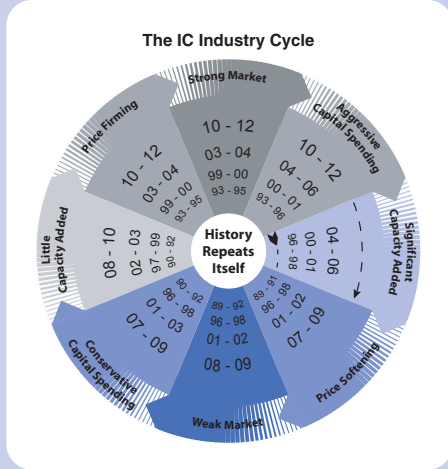
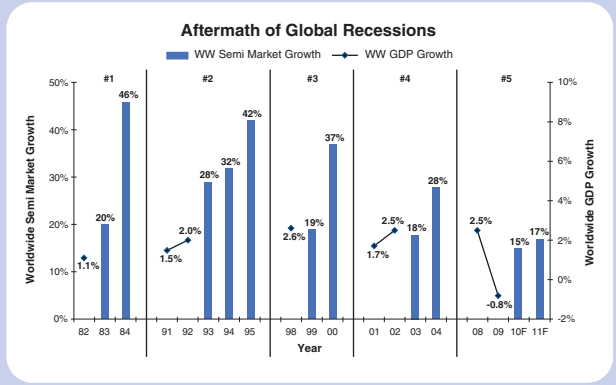
SIXTEEN SECTIONS

- | | | | |
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| 4 Capital Spending and Capacity | 8 DRAM and SRAM | 12 ASIC | 16 IC Economics |

Global Economic and Electronics Business Review

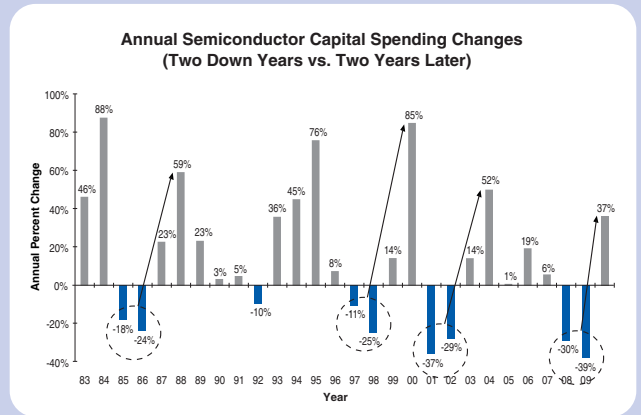
- How well does global GDP and IC market growth correlate?
- How strong will the industry rebound in 2010?
- What is behind the upcoming surge in IC average selling prices?
- How fast will IC unit volume shipments grow over the next five years?

IC Insights sifts through mounds of economic data to find the answers and to provide solid reasoning and background for the IC market forecasts found throughout the report.



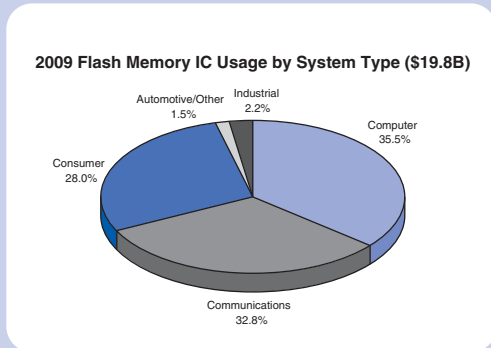
The IC Market and Its Cycles

The IC industry is now entering the "upturn" stage of its lifecycle. In *The McClean Report*, IC Insights explains how this cycle will be different from previous cycles. Moreover, the report thoroughly examines the long-term trends for IC prices and unit volumes and the parameters that influence them. Unlike other market research firms, IC Insights reveals the key macroeconomic and supply-and-demand balance assumptions behind its IC market forecasts. An analysis of the IC industry by geographic region is also provided.



Capital Spending and Capacity Trends

After capital spending cutbacks in 2008 and 2009, how strong will the surge in spending be in 2010 and 2011? How closely do capital spending and market cycles track? What are individual company spending budgets? How will fab capacity utilization levels affect IC average selling prices? *The McClean Report* answers these and other related questions.

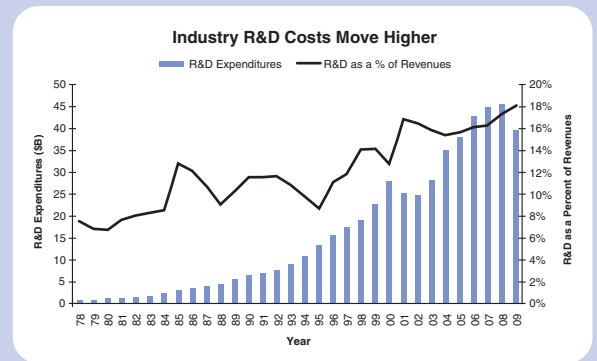


IC Product Trends and Developments

The McClean Report features several sections devoted to specific trends and developments in each of the major IC market segments. Forecasts of sales, unit shipments, and average selling prices for products including analog devices, ASICs and ASSPs, flash memory ICs, DRAMs, MPUs, and MCUs, are provided through 2014. The *March Update* provides a list of top suppliers and their sales for each product category. Significant product-related trends and IC economic trends, including manufacturing costs, are also provided.

IC Technology and Packaging Trends

Besides covering the complete IC market, *The McClean Report* also explores the newest ground-breaking trends in packaging and processing technologies. How fast is the process roadmap moving toward 32nm technology? How does high-K/metal gate stack technology improve performance and enable further scaling? Technology milestones and roadmaps, wafer size migration trends, lithography challenges, power reduction strategies, multichip packaging, and 3D integration are among the many topics covered.





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2010 SEMINAR SCHEDULE

Attendance is FREE for subscribers of *The McClean Report*. IC Insights will hold half-day industry seminars at several locations in the U.S. and in Europe.

U.S. Seminars

- 8:00-8:30 am Complimentary breakfast and registration
- 8:30 am Seminar begins
- 10:30-10:45 am Break
- 12:30 pm Seminar concludes

Europe Seminar

- 9:30-10:00 am Registration
- 10:00 am Seminar begins
- 12:00-1:15 pm Complimentary lunch
- 3:00 pm Seminar concludes

Scottsdale Jan. 19
Sunnyvale Jan. 21
Boston Jan. 26
London Jan. 28

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Monthly Updates (delivered by e-mail) **FREE***

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Quarterly Webcasts (2Q-4Q) **FREE***

*Updates, seminar, and webcasts free with report purchase

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Seminar Locations (choose one)

- Scottsdale, Arizona January 19, 2010
- Sunnyvale, California January 21, 2010
- Boston, Massachusetts January 26, 2010
- London, England January 28, 2010
- I will be unable to attend

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