

# COMPANY BACKGROUNDER



IC Insights, Inc. is a leading semiconductor market research company headquartered in Scottsdale, Arizona. Founded in 1997, IC Insights offers complete analysis of the semiconductor market, including current business, economic, and technology trends, the impact of new products on the market, top supplier rankings, capital spending trends, and other relevant semiconductor industry information.

IC Insights brings over 180 years of combined semiconductor market research experience and expertise to the forefront with its products and services. The company is highly regarded in the industry for its understanding of market dynamics and technology trends, its forecast accuracy, and its attention to maintaining excellent customer relationships. IC Insights is frequently called upon to speak and present its ideas on market trends at conferences and seminars around the world.

***The McClean Report—A Complete Analysis and Forecast of the Semiconductor Industry—The McClean Report*** is IC Insights' complete analysis and forecast of the semiconductor industry. Now in its 25th edition, this highly acclaimed study provides a comprehensive review of the semiconductor industry throughout the year including historical data, detailed information on the current state of the industry, and a sound and unbiased five-year forecast of the semiconductor market.

*The McClean Report* includes the January *Semiconductor Industry Flash Report* and *Quarterly Updates* of its full five-year forecast for semiconductors as part of this service. Quarterly editions of *The McClean Report* will feature the most up-to-date market, unit, and ASP forecasts for ICs and for optoelectronics, sensors and actuators, and discrete (O-S-D) devices. Each quarterly report will include assessments of the global GDP outlook, the latest semiconductor market forecasts for the current year, updates to semiconductor capital spending figures, and a ranking of the top 25 semiconductor sales leaders for the most recent quarter.

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 semiconductor industry, *The McClean Report* service provides the comprehensive and reliable data to keep you informed.

IC Insights is dedicated to delivering the industry's highest quality semiconductor market research analysis and forecasts at a reasonable price. For additional information, contact IC Insights.

# PRINCIPALS

## **Richard Skinner — Chairman**

Mr. Skinner has 57 years of semiconductor industry experience. Prior to his role as IC Insights' advisor, he served 14 years as Vice President and Director of Operations of the Power Products Division at Motorola and then 14 years as President of Integrated Circuit Engineering (ICE) Corporation.

Mr. Skinner received his Bachelor of Science degree in Electrical Engineering from the University of Missouri-Rolla and his MBA from the University of Illinois.

## **Bill McClean — President**

Prior to forming IC Insights, Mr. McClean worked at ICE Corporation for 17 years—the last 10 as Vice President of Market Research. With 43 years of experience tracking the IC industry, Mr. McClean has become a well-known authority on market and technology analysis and forecasting. He specializes in tracking global economic conditions, developing IC market forecasts, and analyzing capital spending trends.

Mr. McClean serves as contributor and managing editor of *The McClean Report*. In addition, he instructs for IC Insights' seminars and is a guest speaker at many annual conferences held worldwide.

Mr. McClean has a Bachelor of Science degree in Marketing and an Associate degree in Aviation from the University of Illinois.

## **Brian Matas — Vice President**

Mr. Matas has worked in the semiconductor industry for 39 years. Prior to helping form IC Insights, he worked several years with Motorola in process engineering and with ICE Corporation in market research analysis. At IC Insights, Mr. Matas specializes in analyzing and forecasting developing trends in the analog, microcontroller, microprocessor, and memory IC markets.

Mr. Matas received his Bachelor degree in Physics from Anderson University and a Masters degree in Aeronautical Science from Embry-Riddle Aeronautical University.

## **Rob Lineback — Senior Market Research Analyst**

Mr. Lineback has 43 years of experience as an industry editor covering semiconductor business trends, technology, and global suppliers. Prior to joining IC Insights in 2005, Mr. Lineback was a senior technical editor for Solid State Technology and WaferNews. He co-founded Internet-based The Semiconductor Reporter and was the founding editor of SiliconStrategies.com (Semiconductor Business News). Mr. Lineback has held chief editor positions at Electronic Business Today, Electronic World News, Electronic Buyers' News, and Electronics magazine, and in the 1990s, he was the European editor of Electronic News. In the 1970s, Mr. Lineback worked on daily newspapers, including the Dallas Times Herald, where he was assistant business editor.

Mr. Lineback has a Bachelor of Arts degree in Journalism from North Texas State University.