



Covering the Full Spectrum of Digital Communications...
from Enabling Technologies to the End-User

Corporate Overview

www.in-stat.com

Today, senior managers are faced with critical business decisions and need answers to these questions ...

and more.

- **Where are our market opportunities?**
- **How do we best exploit them?**
- **How are we positioned relative to key competitors?**
- **What is driving the behavior of our target clients?**
- **How do we improve our marketing messages?**
- **How, when & where will new technologies be rolled out?**
- **How will industry boundaries blur & what are the implications?**



In-Stat Today

Vendors of components and equipment, service providers and the investment community rely on In-Stat's experienced staff and in-depth research to support critical business, product, technology and investment decisions. In-Stat's insights are derived from a deep understanding of technology and market dynamics in an eco-system characterized by convergence. Regular and ongoing end-user demand and primary research surveys underpin much of the analysis, enabling In-Stat to provide incisive knowledge and guidance on market trends and directions.

25 *Years and Going Strong*

Founded in 1981 to provide information and analysis on the global semiconductor industry, In-Stat has expanded its focus and coverage over the years. In addition to semiconductors, we also address wireless, fixed communications, multimedia and convergence, networking, service providers, and business market segmentation.

Global Presence

With offices in the US, China, Singapore and the UK, In-Stat has the ability to cover key international markets. The majority of our syndicated research contains worldwide coverage and much of our research is architected to provide information and analysis on emerging regions and countries.

Covering the Full Spectrum

In-Stat's breadth of coverage is supported by a robust research methodology that examines each segment of the value chain - from semiconductors to equipment and infrastructure, to services and content purchased by consumers and enterprises. Our analysts collaborate across research practices to provide clients with timely and incisive information and analysis.

No Barriers

In-Stat's analysts are some of the best in the industry and direct analyst inquiry time makes it easy for subscription service clients to communicate with them. Clients are afforded the opportunity to have their specific questions answered and to provide input into future research and end user surveys.

Syndicated Research Services

In-Stat's research service subscribers enjoy a regular flow of easily consumable data and analysis designed to help support their business decision-making process. Deliverables range from comprehensive in-depth reports on new markets or technologies designed to help guide strategic decisions, through to rapid analytical response to major industry events designed to help clients understand implications and to guide short-term business decisions.

Research Practices Include:

- Asia/Pacific
- Business Markets
- Consumer Markets
- Semiconductors & Enabling Technologies
- Networking
- Multimedia
- Wireless
- Market Trackers & Data Files

In-Depth Analysis That Drives Your Business

Research services consist of some or all of the following deliverable types:

In-Stat In-Depth Analysis

The communications industry is subject to constant change, with new markets and technologies emerging and maturing at varying speeds. These deliverables consist of in-depth research reports that provide the detail needed to delve deep into new and emerging markets, complex technology environments and newly-covered topics where an entire ecosystem warrants coverage. In common with In-Stat's traditional reports, they will often include detailed market analysis, technology analysis, market forecasts, assessment of the competitive environment, and key findings from In-Stat's proprietary end-user research.

In-Stat In-Sights

Often, ongoing shifts are taking place in the industries that In-Stat covers that warrant our analysts' take on what's happening, why it's happening, and how it's affecting our customers and their markets. In-Stat In-Sights provide actionable analysis of market changes that will have an impact on our customers and the markets they serve. Supported by supply-side or demand-side data as appropriate, In-Sights provide a crucial prompt to look at things from a new perspective. When warranted, additional data from In-Stat's proprietary end-user research will be utilized to gain rapid insight from the market.

In-Stat In-Dustry Updates

Some markets researched and tracked by In-Stat move at a pace that require regular analysis and commentary rather than sporadic coverage. In-Dustry Updates refresh the detailed data and analysis by providing much-needed forecast updates, signpost confirmations, market share movements, and technology/regulatory impacts. In fast moving markets, In-Dustry Updates help In-Stat clients to regularly review and adjust their plans and activities.

In-Stat In-Stant Analysis

When something critical is taking place in a specific industry, whether it's a key merger, standard ratification, or a new product or technology, In-Stat Analysis will provide a very timely response that includes probable impacts of current happenings. This product will provide insight as to what the event means to our customers and to the markets involved, providing analysis and expert views that will be supported by extracts from In-Stat's wealth of end-user and technology research.

Consulting Services

In-Stat Consulting leverages the ongoing research carried out by our core research practices and our in-house primary research group to deliver objective, actionable advice tailored to customers' particular business needs. The In-Stat Consulting team works closely with customers to help marry our ongoing research with their specific requirements. By enabling our analysts to share their expertise during the consulting delivery process and by leveraging their ongoing research into technology providers and markets, In-Stat Consulting is able to rapidly and cost-effectively provide customers with unique, tailored solutions to business and product development challenges. In-house primary research experts work closely with our consulting team when designing customized surveys for our clients.



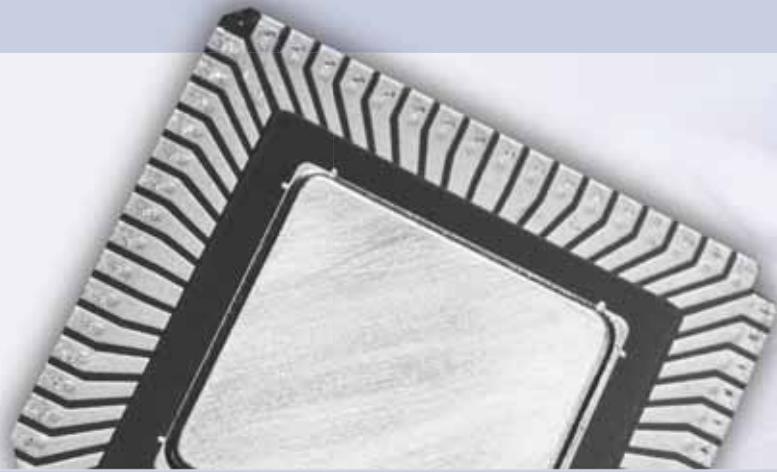
Unparalleled Primary Research Capabilities

Primary research is the foundation upon which In-Stat's syndicated and custom research is built. We work with both our in-house primary research group and external partners around the world to provide our clients with valuable insight into the markets in which they compete.

New end-user research surveys are performed each and every week of the year by utilizing structured phone and Web-based surveys to garner information needed to segment markets by size of business, by vertical, by region, and other demographics to understand what motivates buying behavior and what specific segments of the market think and feel about technologies, products, service and vendors. In-Stat proactively seeks input at the survey design stage and major clients are given the opportunity to influence the surveys that are carried out. In addition, our own internally-managed Technology Adoption Panel provides rapid response to clients' questions.

Microprocessor Report Newsletter

Microprocessor Report has been the leading technical publication for the microprocessor industry since it was first introduced in 1987. *Microprocessor Report* is exclusively subscriber-supported and dedicated to providing unbiased, in-depth, and critical analysis of new high-performance microprocessor developments. In addition to covering the chips themselves, the newsletter covers the microprocessor implications of emerging platforms, emerging personal computer technologies, new memory and system logic chips, mobile computing devices, embedded processors, DSP technology, and intellectual property issues.



Microprocessor Forums

For 18 years, In-Stat's forums have been the leading international events for announcing new microprocessors and related technologies. The annual Microprocessor Forums are based in the US and attract attendees and speakers from all over the world. Recently, In-Stat successfully launched Processor Forum Japan to reach audiences in the fast-growing Asia/Pacific markets. All forums are organized and moderated by the experienced analysts of the *Microprocessor Report*.



Locations:

Asia/Pacific

Singapore +65.6780.4321

China +86.10.6642.1812

North America

Arizona +1.480.483.4440

California +1.408.243.8838

Massachusetts +1.401.315.0613

Europe/Middle East/Africa

England +44.0.1462.677062