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Powered Smart Card Markets– 2012

https://marketpublishers.com/r/P18A0225E00EN.html
Date: October 2012
Pages: 56
Price: US$ 1,995.00 (Single User License)
ID: P18A0225E00EN

Abstracts

This report, which quantifies the markets for powered smart cards and their major components. Specifically, the objective of this report is to quantify the markets for powered smart cards by application and by region, and to quantity the market for two key components of powered smart cards—batteries and displays—over the next eight years, in both volume/quantity and revenue terms.

We examine the latest component technologies, strategies, and technical developments of the industry. NanoMarkets has provided coverage of powered smart cards now for several years as part of its analysis of the markets for low-cost displays and printed batteries, and in this report we share the insights that we have garnered into the market opportunities that will emerge and grow in the powered smart card market.

The powered smart card end-use markets covered by this report include: one-time password (OTP) cards, gift and customer loyalty cards, and identification (ID) or medical information cards. We also assess the differences in the potentials for powered smart cards in these applications by region, namely in Europe, Asia-Pacific, and the Americas.

Batteries for powered smart cards are broken out into two general categories: printed batteries, which dominate the market for onboard power today, and thin-film batteries, which have the potential to be adopted more widely in the coming years. Display technologies used in powered smart card applications include liquid crystal displays (LCDs), light-emitting diode (LED) displays, electrophoretic displays (EPDs), and electrochromic displays.

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