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Global Mobile Application Processor Industry Report, 2008-2009

https://marketpublishers.com/r/GFFD43872A4EN.html
Date: April 2009
Pages: 220
Price: US$ 1,840.00 (Single User License)
ID: GFFD43872A4EN

Abstracts

The so-called mobile application processor is centered on a variety of particular applications such as Algorithm, graphic processing, 3D formation, MPEG-4/H.264 decoding and full-function online surfing; and is the application processor focus on mobile products. The mobile application processor contains a Modem of mobile communications, and can play as a kernel or an auxiliary role in its applied products. By application fields, mobile application processor can be classified into five categories as following:

The application processor stems from instant innovation and development of mobile phone applications. Application processor rests its biggest merit with its absolute independence from mobile phone communication platform, being flexibly and conveniently with the shorter design flow and maximum utilization of own experiences and IP. The emergence of camera mobile phone created a group of application processor vendors focus on camera back-end processing, then baseband vendors integrated the IPEG decoding function for camera back-up 1-2 years later, thus resulted the sharp revenue drop and shipment decline of those application processor vendors in the year of 2006.

The application processor of smart phone can be divided into two types, one is the IC highly integrated with Modem, taking Qualcomm's SNAPDRAGON, Freescale's MXC300-30 and Marvell's PXA930 for instance; another is the single algorithm-based IC without Modem, represented by Texas Instruments and Samsung. In opposition to the latter type, the former type featured as high degree of fulfillment and simple design but not quite well in algorithms and flexibility. Any communication protocol in 3G field cannot avoid Qualcomm, but Qualcomm also means a high patent fee. Therefore, the both types have a reason of coexistence.

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Portable navigators are under great influence of smart phones. To add much functions on portable navigators seem superabundance, in this sense, application processor has no market, but the situation is different for an in-car navigator due to it will alternatively become the in-car information system which can play sundry stream media and DVD, or become the in-car computer. The in-car navigator is mainly produced by Japanese vendors; therefore, Renesas almost monopolizes the market, and its latest product was SH7775.

MID is defined both in a narrow sense and in a broad sense. As usual, the insiders prefer the definition in the narrow sense, so do this report. MID refers to the mobile network equipment by size between netbook and smartphone. MID has superior portability to netbook and bigger screen size than smart phone, and it seems to have a considerable market prospect. However, the screen size of smart phone is becoming bigger with an average size of 3.2 inches, and the biggest is over 4 inches. MID is of single functionality and has neither the function of traditional mobile phone nor the capability to run the simple office system as Netbook. It also short of full sized keypads, its portability also far inferior to that of mobile phone; The vital defect of MID lies in the price due to its small sales volume. As a whole, MID market has a dim prospect, however, considering MID can be the upgrade of PMP, it will enjoy some market potentials.

Netbook is the highlight of electronic products, and also is the battle field between ARM and Intel. OMAP3640, the masterpiece of Texas Instruments, enjoy the overwhelming advantage regarding cost, volume and power consumption, while Intel enjoys the advantages of performance, the operation of complicated software, and industrial support.

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