

## Handset Acoustics Market: Performance Driving Growth

URL:	<a href="https://marketpublishers.com/r/HCC37AEC7B2EN.html">https://marketpublishers.com/r/HCC37AEC7B2EN.html</a>
Date:	September 22, 2007
Pages:	22
Price:	US\$ 850.00
ID:	HCC37AEC7B2EN

Over the years, mobile handsets have developed from a simple communication device into a friendly multimedia electronic device. While traditional phones only required a basic receiver, transducer and microphone, today's fully loaded handsets require racetrack receiver, dual stereo speakers, hands free, MP3 capability, microphone, vibrator, and some other accessories like headset and Bluetooth. As a result, handsets require a significant number of acoustic devices of smaller size with excellent sound quality to meet the demand of consumer.

Today, annual shipments of music-enabled handsets are growing at a faster rate than those of the broad handset market. In addition to the growing shipment of music phones, there is increase in demand for stereo sound.

Growing popularity of music phones since the year 2005 means mobile phones require an increasing number of acoustic devices with better overall quality. The rising trend towards slimmer phones also underpins demand for acoustic components of a much smaller size. Increase in demand for good-quality, smaller, acoustic devices is boosting the dollar content of acoustic components per handset, which eventually will help offset pricing and margin pressure for acoustic suppliers.

The report focuses on the global handset acoustics market – its size, growth rate, trends, growth drivers, challenges, etc. Asian handset acoustic market has been covered separately in the report. It also covers MEMS technology which is considered to be the next generation component and is highly performance oriented.

The report profiles most of the major industry players, including their financial information and key business strategies.

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