

# **The Mobile Micro Electro Mechanical System (MEMS) Market 2012-2017: Smartphones, Tablets, Netbooks, E-readers, Ultrabooks**

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## **Abstracts**

### **Report Details**

The commercial success of smart devices is boosting the demand for content and mobile apps. Device manufacturers are looking for ways to differentiate their product by offering devices with new and innovative functionalities such as inertial sensors, digital compasses, and improved video and audio components. The appeal of incorporating MEMS within mobile devices is largely due to the fact that they enable a more interactive user experience due to their technical capabilities. The user interface has become increasingly important to original equipment manufacturers and this is driving a boom in MEMS manufacturing for the mobile and consumer electronics industry. Visiongain calculates that by the end of 2012, the global mobile MEMS market will be worth \$2.5 billion.

The mobile MEMS market is set for dynamic growth in the next five years, as OEMs incorporate evermore MEMS in smartphones, tablets, netbooks, E-readers and ultrabooks. The successful launch of the iPhone and iPad by Apple has ramped up competition within the MEMS industry between mature players and new market entrants.

MEMS can drive greater consumption of content by enhancing multimedia experiences. A whole host of different industries, such as gaming, music, entertainment and social networks can enhance their services for smart devices by taking advantage of the capabilities which MEMS can offer. Ultimately, each industry will bring their own specialties to the table which will contribute greatly to drive the adoption of mobile MEMS.

Visiongain has determined that the largest mobile MEMS submarkets will be gyroscopes and accelerometers in 2012. Microphones and RF MEMS will also command substantial market share, although to a lesser extent than the inertial sensors market. The MEMS industry will be concentrated in North America, with Asia Pacific and Europe not far behind. However, the most dynamic growth will essentially take place in Asia Pacific.

### **Unique Selling Points**

Comprehensive analysis of the prospects for the mobile MEMS market from 2012-2017.

Analysis and forecasting informed by extensive expert consultation with industry leaders. You will be able to read the full transcript of interviews from 2 leading companies involved within the mobile MEMS market.

128 tables, charts and figures that quantify, analyse and forecast the changing dynamics of the mobile MEMS market between 2012-2017.

Forecasts and analysis for the mobile MEMS handset market between 2012-2017.

Forecasts and analysis for nine (9) mobile MEMS submarkets from 2012-2017.

Forecasts and analysis for three (3) regional mobile MEMS markets for the period 2012-2017.

Analysis of the forces that influence and characterise the mobile MEMS market.

Profiles of 13 leading companies operating within the mobile MEMS market.

### **Methodology**

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the mobile MEMS market to underpin the analysis of market drivers and restraints.

The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and predicting developments in the mobile MEMS market between 2012 and 2017. Visiongain considers that this methodology results in an accurate, objective mixture of analyses and forecasts.

## **Why you should buy The Mobile Micro Electro Mechanical System (MEMS) Market 2012-2017: Smartphones, Tablets, Netbooks, E-readers, Ultrabooks**

You will receive a comprehensive analysis of the mobile MEMS market from 2012-2017.

The analysis and forecasting has been informed by extensive expert consultation with industry leaders. Within the report, you will be able to read the full transcript of interviews from 2 leading companies involved within the mobile MEMS market:

WiSpry

poLight.

You will find 128 tables, charts, and graphs that quantify, analyse and forecast the mobile MEMS market from 2012-2017.

You will find forecasts and analysis of 9 mobile MEMS submarkets over the period 2012-2017:

Gyroscopes

Accelerometers

Microphones

Radio Frequency Components

Magnetometers

Pressure Sensors

Microspeakers

Imaging & Camera Components

Microdisplays.

You will be presented with forecasts for 3 mobile MEMS regions for the period 2012-2017:

North America

Asia Pacific

Europe.

You will receive a SWOT analysis that examines the mobile MEMS market from 2012-2017.

You will gain profiles of 13 leading companies operating within the mobile MEMS market.

### **What is the structure of the report?**

Chapter 1 provides the executive summary.

Chapter 2 provides an introduction to MEMS technology and the smart device market.

Chapter 3 provides forecasts and analysis of revenues over the period 2012 to 2017 for the global mobile MEMS market. The chapter also provides forecasts and analysis of revenue over the period 2012 to 2017 for the following mobile MEMS submarkets:

Gyroscopes

Accelerometers

Microphones

Radio Frequency Components

Magnetometers

Pressure Sensors

Microspeakers

Imaging & Camera Components

Microdisplays

Chapter 4 provides forecasts and analysis of revenues over the period 2012 to 2017 for the following three mobile MEMS regions

North America

Asia Pacific

Europe

Chapter 5 provides a SWOT analysis discussing the main strengths, weaknesses, opportunities and threats of the mobile MEMS market.

Chapter 6 features industry interviews with MEMS manufacturers WiSpry and poLight.

Chapter 7 provides an analysis of the leading 13 manufacturers in the mobile MEMS market.

Chapter 8 provides the conclusions.

Chapter 9 is a glossary of acronyms used in the report.

### **You can order this report today**

Anybody with an interest MEMS market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the telecoms sector. MEMS offer substantial business and investment opportunities and are becoming an increasingly important component of the telecoms market in several key regional markets.

This visiongain telecoms market report will be valuable both to those already involved in the MEMS market and those wishing to enter the market in the future. Gain an

understanding of how to tap into the potential of this market by ordering *The Mobile Micro Electro Mechanical System (MEMS) Market 2012-2017: Smartphones, Tablets, Netbooks, E-readers, Ultrabooks*

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## **COMPANIES LISTED**

AAC Acoustic Technologies

Aichi Steel

AKM

Akustica (Robert Bosch)

Alliance Venture Polaris

Alps Electric

Amazon

Analog Devices

Apple

Asus

Audio Pixel

Avago Technologies

Baolab Microsystems

Barnes & Noble

Bosch Sensortec (Robert Bosch)

BSE

Epson Toyocom

Flextronics International

Freescale Semiconductor

Fujitsu

Goertek

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Lexmark  
LG Electronics  
Light Blue Optics  
Measurement Specialties  
MEMSIC  
Microsoft  
Microvision  
Motorola  
Murata Manufacturing  
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poLight  
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RFMD  
RIM  
Robert Bosch  
Samsung Electronics  
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Sensata  
Sintef Venture III  
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Tessera Technologies  
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WiSpry  
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