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- ☐ **Market Research & Consulting Reports**
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Established in 1989, **Future Horizons** is committed to maintaining the highest possible standards of professionalism in all of its activities, be it **Industry Reports, Consulting Studies, Engineering Support** or **Industry Symposia**. We also offer **business support services** on **Russia & the CIS** via our **East-West Electronics** subsidiary and **Russian-base affiliate, Electronintorg**.

We are proud that Future Horizons' highly acclaimed annual "**International Electronic Industry Forums**" are widely considered best in class, with past attendees enjoying enhanced business activity directly as a result of contacts made at these events. The "**International Electronics Forum**" is held each May, followed by the "**International System & SoC Forum**" in October. Visit www.futurehorizons.com for full details.

Block these dates on your calendar now to avoid disappointment!

Future Horizons' popular "**Silicon Chip Industry Training Seminars**" continue to fill a much-needed industry role. Presented in layman's terms, these one-day seminars provide a complete overview of the technology and workings of the semiconductor and IT industry. On the market research front, our "**Semiconductor Industry Forecast Seminars**" are scheduled for January and July in London, with the annual update briefings held in Boston, Sunnyvale and Tokyo.

All of our seminars can be undertaken in-house for added company convenience

We publish a comprehensive and cost effective range of annually updated industry reports, including:

- ☐ "**Semiconductor Application Markets**" - 30 key end markets, their SC content and growth prospects analysed
- ☐ "**Annual Semiconductor Report**" - Two-Volume report, Vol 2 includes SC Application Markets Report
- ☐ "**Global Semiconductor Monthly Report**" - via email direct to your desk each month
- ☐ "**European Fabless Semiconductor Report**" - includes optional company database disk

We also publish two monthly newsletters, one focused on Western Europe - "**Penn On Paper**" - and the other on Eastern Europe - "**East European Report**".

Our experience starts with the first commercial IC, Future Horizons' reports offer an authoritative, low-cost alternative to the previous monopoly of expensive, service style, market research offerings. In addition, our consulting activities undertake market and business development assignments, as well as technical support via our semiconductor and system IC design evaluation service, on a confidential and proprietary basis.

Full programme details, on-line registration and report purchases are available at: www.futurehorizons.com. ***We look forward to helping you develop your business.*** Our semiconductor experience commenced with the industry ... *from the first commercial IC to SoC integration*. For all your semiconductor business support needs...

... Let Future Horizons Save YOU Time & Money



Tired Of Over Paying For Market Research Reports?

We ARE the leading global semiconductor industry analysts; no other firm has a comparable breadth and depth of experience. **We DO NOT** however charge stratospheric prices for so-called 'subscription information services' - a hyped-up name for ad hoc/multi-client reports - **NOR** do we hold our clients to ransom by the age-old technique of bundling up products to lock out competition.

We know old habits are hard to break, but with budgets tight and discretionary spending curtailed, the time for change is long overdue ... **Future Horizons is proud to be at the forefront of this change.** This is no dream, just a win-win situation for us both. **You save** substantially on your valuable market research dollars, and the more you support us, **the more we can help you.**

- ❑ **Market Research Reports** - *Covering The Basic Industry Statistics*
- ❑ **Informed Analysis** - *From Industry-Experienced Experts*
- ❑ **Monthly Newsletters** - *For The Latest News & Information*
- ❑ **Dedicated Research** - *For Added Insight & Analysis*
- ❑ **Flexible Resource Support** - *From A Few Hours To A Custom Study*
- ❑ **Clearly Defined Objectives** - *You Get Exactly What You Want*
- ❑ **Predefined Budget** - *You Pay Only For What You Need*

Founded in 1989, Future Horizons offers the highest possible standards in all of its activities, be it industry reports, consulting assignments, engineering support services, or industry symposia. Our current range of research reports includes:

- ❑ Annual Semiconductor Report
- ❑ Semiconductor Application Markets Report
- ❑ European Fabless Semiconductor Report (Optional Database)
- ❑ Global Semiconductor Monthly Report (12 issues p/a)
- ❑ Penn On Paper Newsletter (12 issues p/a)
- ❑ East European Report Newsletter (12 issues p/a)

Our experience started with the IC industry, from the first commercial IC to today's SoC integration.

... Time To Switch To A Better Value Alternative



Research Support

Future Horizons' research material is made available to its clients via a number of delivery mechanisms. In order to provide the maximum flexibility at a reasonable cost, paying only for what you want and need, Future Horizons offers the following research options.

Research Reports: Future Horizons will discuss the specific contents of its various reports by phone, fax or email at no additional charge. Where additional clarification is sought, subject to the data being available from our database, this will also be made available at no additional cost. The key criteria being the amount of incremental original analyst research resource required. As a rule of thumb, such clarifications are 'conversational' in nature, and last 'minutes' rather than 'hours'.

Consulting Study: A consulting study falls at the opposite end of the scale whereby the information required is not currently available, or needs to be expanded on a particular need or opportunity. Following a pre-defined project scope and terms of engagement, a confidential report, presentation and debriefing would normally be included in the cost of such an assignment. Based on a daily research fee, a typical study would cost around Euro 30k-Euro 60k, exclusive of research-related travel expenses. The scope of our capability here ranges from an in-depth technical analysis at the competitive IC/system level to strategic long-term business development support.

Inquiry Service: In between these two extremes lies the research area where the required information is available either in a partially researched form or can be readily obtained. The Future Horizons Inquiry Service allows direct access to an experienced industry analyst (via email, phone or fax) to provide answers and/or insight into such industry-related questions. The cost of this service is based on a standard charge of Euro 300.00 per research-hour. Inquiries can be undertaken either on an ad-hoc or retained basis. If on a retained basis, we recommend an entry-level budget of three research-hours per month. The actual time spent would then be reconciled monthly and invoiced quarterly in arrears.

Industry Briefing: Future Horizons holds regular industry briefing seminars to review the current industry outlook and trends. Such briefings can also be undertaken in-house for added customer convenience. The typical cost is Euro 5,000.00 inclusive of all travel-related expenses and presentation material (Binder & CD-ROM) for the first 10 delegates, subject to any extended travel and/or special agenda-related requirements. Additional delegates are charged at Euro 75.00 per delegate.

... From A Few Hours To A Full-Blown Study



Summary Of Key Reports

Brochure downloads available from our website. Reports can be purchased online, fax, or email. Reports are normally supplied in A4-ring binder and CD-ROM format. Respect copyright laws - multi-user and site licenses are available for additional report copies, internal distribution and/or posting on company Intranets.

Global Semiconductor Update Report (Published Monthly)

A CEO favourite, this report is all a busy executive needs to keep in touch with industry trends. E-mailed monthly, the report provides a useful industry momentum indicator by compiling 12-monthly rolling charts for Units, Average Selling Prices (ASP) and Revenues broken down by total SC, IC, Optoelectronics and Discretes. Also included is a review of the world economy, broken out by region, plus a monthly feature on a key semiconductor market driver. The link between the economy and the semiconductor industry is not perfect but by measuring and understanding the impact of wafer fab capacity on lead-times and prices, and by monitoring the level of system OEM, distribution and semiconductor company inventory, more sense can be made of this fundamentally unstable industry. The report focus is on in-depth analysis and the underlying industry trends.

Annual Semiconductor Report

This report provides market analyses and forecasts of the worldwide and European semiconductor market, the Electronics Key Application Markets, and the Global Economic Environment yet available. The report analyses the European semiconductor market by product, end-user market, and geographic country/region. The report covers a give year period of historical data, together with a five year forecast.

Semiconductor Application Markets Report

The Semiconductor Application Markets Report. Individual application reports describe how each application works, the technology used, the unit sales history and forecast, the semiconductor content and the associated semiconductor market size. This vital research resource volume is a proven industry favourite. Individual applications are now available to purchase on a stand-alone basis, making it easier and more cost effective to choose applications that are directly relevant to you.

European Fabless Semiconductor Report

This report covers the European and Israeli chipless, fabless and independent IC design house community, and is essential for those planning the resources of subcontracting new product design, both in the semiconductor industry and the final system end product. It will also prove invaluable for authorities and government departments, planning and directing economic growth, as well as companies seeking investments, potential partners or acquisitions. As an added user benefit, the 280 strong chipless and fabless IC design house company database is available in Excel format as an optional CD extra, with both pre-organised sorts (by country, design skill and application) and in raw data format allowing customised searches and analyses. Please note this optional CD is NOT available separately. This best-selling report has a proven track record as an invaluable research resource.



2010 Programme

Block These Diary Dates NOW Full Details @ www.futurehorizons.com

Jan	26th – Industry Forecast Semiconductor Industry Briefing, London & 27th – Industry Forecast Semiconductor Industry Briefing, Geneva Annual analysis & forecast of the European & WW semiconductor market plus B2B Speed Networking (optional)
Mar	15th – Silicon Chip Industry Training Seminar, London Presented in layman's terms, this seminar provides a complete overview of the integrated circuit industry, its background, technology, manufacture & markets
Mar	16th – IC Economics Industry Training Seminar, London This seminar reviews the economics of the IC manufacturing industry, covering factory costs, yields, die size trends, process defects, and industry cost models
May	5-7th – International Electronics 2010 Forum IEF2009 - 19 th Annual International Electronics Industry Forum. An international forum to update market forecasts, develop new business opportunities, meet new contacts, share experiences, explore ideas, and refine strategic thinking
Jun	7th – Silicon Chip Industry Training Seminar, London Presented in layman's terms, this seminar provides a complete overview of the integrated circuit industry, its background, technology, manufacture & markets
Jun	8th – IC Economics Industry Training Seminar, London This seminar reviews the economics of the IC manufacturing industry, covering factory costs, yields, die size trends, process defects, and industry cost models
Jul	20th – Industry Forecast Semiconductor Industry Briefing –Mid-Term Update, London Annual analysis & forecast of the European & WW semiconductor market plus B2B Speed Networking (optional)
Sep	6th – Silicon Chip Industry Training Seminar, London Presented in layman's term, this seminar provides a complete overview of the integrated circuit industry, its background, technology, manufacture & markets
Sep	7th – IC Economics Industry Training Seminar, London This seminar reviews the economics of the IC manufacturing industry, covering factory costs, yields, die size trends, process defects, and industry cost models
Nov	22nd - Silicon Chip Industry Training Seminar, London Presented in layman's term, this seminar provides a complete overview of the integrated circuit industry, its background, technology, manufacture & markets
Nov	23rd – IC Economics Industry Training Seminar, London This seminar reviews the economics of the IC manufacturing industry, covering factory costs, yields, die size trends, process defects, and industry cost models

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3	<input type="checkbox"/> Global Semiconductor Update Report - By E-Mail (1 year, 12 Issues)	€ 2,300.00
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4	<input type="checkbox"/> European Fabless Semiconductor Report - <i>Binder plus CD-ROM</i>	€ 3,975.00
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5	<input type="checkbox"/> Penn On Paper Newsletter (1 year, 12 Issues)	€ 765.00
	<input type="checkbox"/> Intranet/Site Licence	1,700.00
6	<input type="checkbox"/> East European Report Newsletter (1 year, 12 Issues)	€ 765.00
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**22nd Year Of Service
Founded 1989**

**5th Decade
Of Semiconductor
Experience**

**Our Experience
Starts With The First
Commercial IC**



Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

Let Future Horizons Save YOU Time & Money

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