

Industry Gets Clean Bill of Health, Semico Says

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Riding a wave of technological shifts that are poised to boost semiconductor sales, and based on its Inflection Point Indicator, Semico Research Corp. believes the industry will experience good growth into 2008 with the next downturn pushed out until the end of 2008 and into 2009, the Phoenix, Ariz.-based firm reported Tuesday.

"This is a very exciting time for our industry. There is a need for multiple platforms in the home, office and automobile to accommodate the digital content that is finally beginning to flood the market in the form of music, imaging and video," noted Morry Marshall, VP of strategic technologies for Semico.

"It's not only young people that want everything here and now...the whole market is beginning to see the value in digital connectivity and portability," he added.

Further, Tony Massimini, chief of technology for Semico pointed out that video game consoles will incorporate next-generation platforms featuring wireless and broadband options.

"The growing debate is between PC-centric versus game console media hubs. There is a real opportunity for a new company to take over the premier spot in the connectivity market with a solution that transcends the PC," he said.

Semico is gearing up to present its forecasts for the industry at its annual Outlook Conference in San Jose on September 15.

Along with the forecast for total worldwide semiconductor sales, an industry overview and focus on semiconductor sales opportunities, the firm said it would present the killer applications that will demand the next generation of chips.

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