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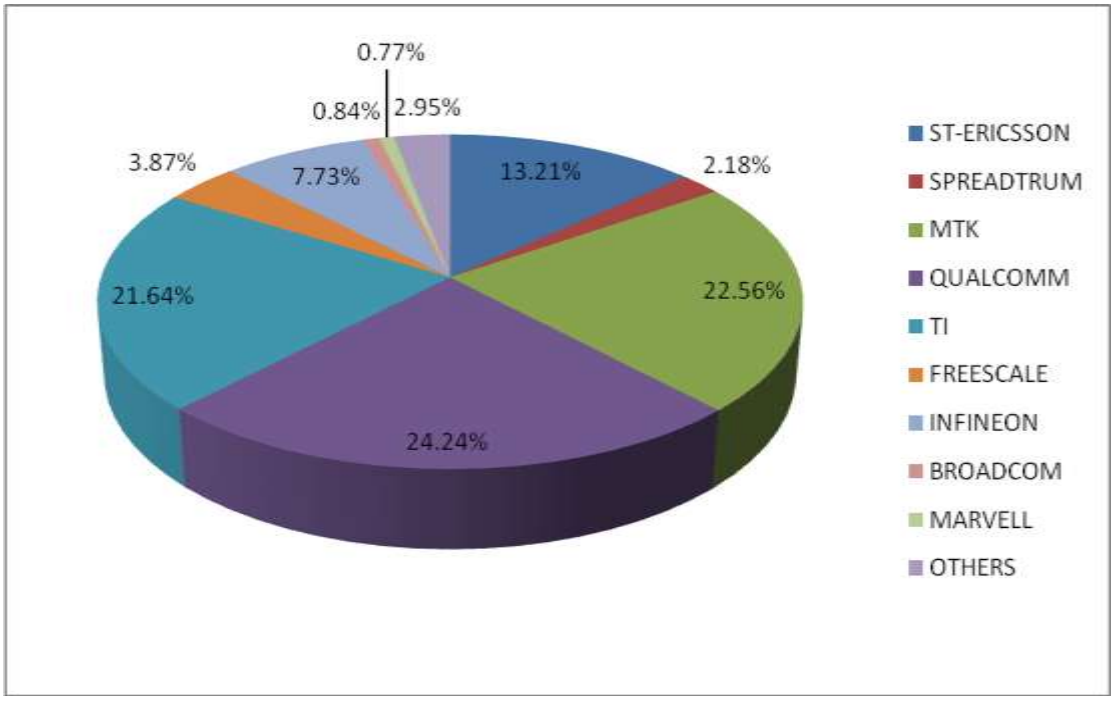
Mobile Phone Baseband (Platform, Chipset) Industry Report, 2009

Dec/2009

1.4 Market Shares of Cell Phone Platform Vendors

Market Shares of World's Major Cell Phone Platform Vendors in 2009 (by shipments)



	Shipment in 2009(million)	Annual Revenue in 2009 (million/USD)
ST-ERICSSON	188	2,054
SPREADTRUM	31	123
MTK	321	2,088
QUALCOMM	345	6,135
TI	308	1,670
FREESCALE	55	418
INFINEON	110	1,046
BROADCOM	12	88
MARVELL	11	198
OTHERS	42	208

3.1 Nokia

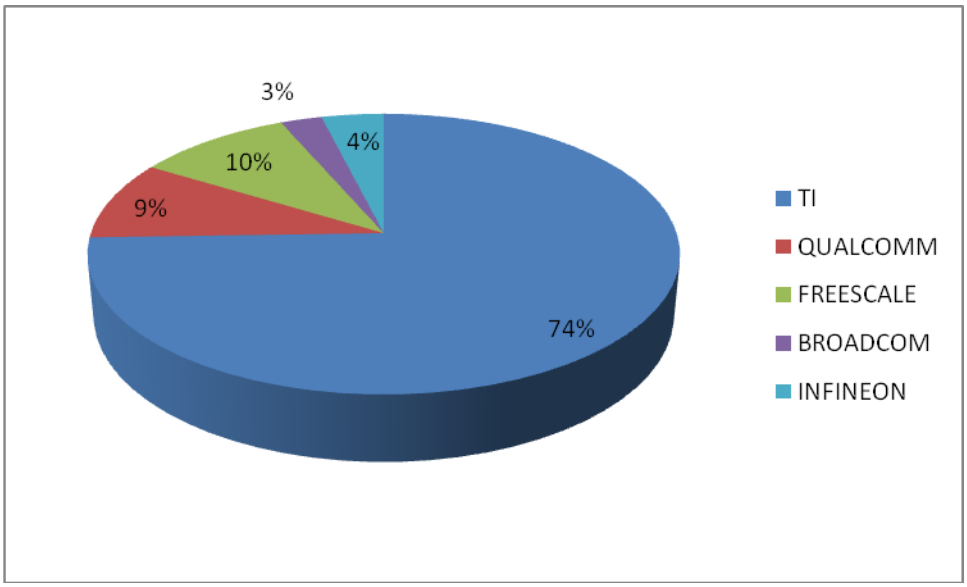
Nokia's 70 Typical Mobile Phone Basebands, 2009

Mobile Phone Model	Baseband Model	Baseband Manufacturers
2690, 5132, 3208C, 6303C, 5611, 5130, 6208C, 7612, 3602S, 7510A, 6202c, 2700, 2730, 3720, 5220, 7210, 7310, 7610	RAPS 3.03	TI
2220S, 2320C, 2330, 7100	UPP8M	TI
7020		BROADCOM
5320, N96, E63, E66, E71, N97, 6650D, 6220, 5800D	RAPIDOYAWE 1.13	FREESCALE
E51, N78, N82	RAPIDOYAWE 1.12	FREESCALE
6700, 6710, 6720, 6730, E52, E55, E72, N900, 6303, 5630, 6216, 5730, 2700	RAPUYAMA 1.11	TI
6680, 6681	RAP3G 2.0	TI
N70, N90	RAP3G 2.11	TI
N71, E60, E65, E70, N91	RAP3G 2.2	TI
6151, 6280, 6233, 6234	RAP3G 3.0	TI
2228	QSC6030	QUALCOMM
1661, 1202, 1208	Locosto	TI
2608	QSC6020	QUALCOMM
7212	G321S-MR	TI
1508	TC7751	TI
1325	QSC6010	QUALCOMM
8208	QSC6800	QUALCOMM

Nokia is the largest mobile phone manufacturer in the world. Nokia has very strong abilities in hardware. The lifespan of its hardware platforms is as long as 3-5 years. Nokia is also the manufacturer with the most excellent hardware integrated abilities. Nokia's digital baseband, analog baseband, power management and RF transceivers are provided by other manufacturers. Nokia is involved in hardware design. Nokia's digital baseband is usually provided by Texas Instruments, analog baseband is usually from Texas Instruments and STMicroelectronics, power management is usually offered by STMicroelectronics and NXP, RF is mostly supplied by STMicroelectronics and Infineon. Before 2007, Nokia was dependent on Texas Instruments very much. In 2007, Nokia began to adjust supplier structure gradually. For ultra-low-cost mobile phones, the platforms are provided by Infineon; for mid-end ones, BROADCOM and ST-ERICSSON supply the platforms;

for high-end ones, the platforms are offered by FREESCALE. However, FREESCALE does not perform well. Nokia shall make planning in advance; otherwise it is getting worse in the field of smart phones. Nokia has a number of low-end products, so it still relies on Texas Instruments.

Nokia's Mobile Phone Digital Baseband Providers, 2009



ST-ERICSSON is excluded

Nokia's Major Mobile Phone Platforms

Model	Digital Baseband	Power Management	Analog Baseband	RF Transceiver
3109Classic	RAPGSMv1.1	TAHVO v5.2	RETU v 3.02	AHNE v 4.01
Nokia3110Classic	RAPGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNE v 4.01
Nokia3250	RAGGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNE v 3.01
Nokia3600Slide	RAPS v3.03	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia5200	RAPGSM v1.1	TAHVO v5.2	ALVIMA v1.05C	AHNEUS v 2.04
Nokia5300	RAPGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNEUS v 2.04
Nokia5610XpressMusic	RAPS v3.01E	BETTY v2.1	RETU v 3.02	AHNEUS v 2.04
Nokia5700	RAPIDO v1.11	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia5800XpressMusic	RAPIDOYAWE1.13E	BETTY v2.1	ALVIMAS	AHNEUS v 2.04

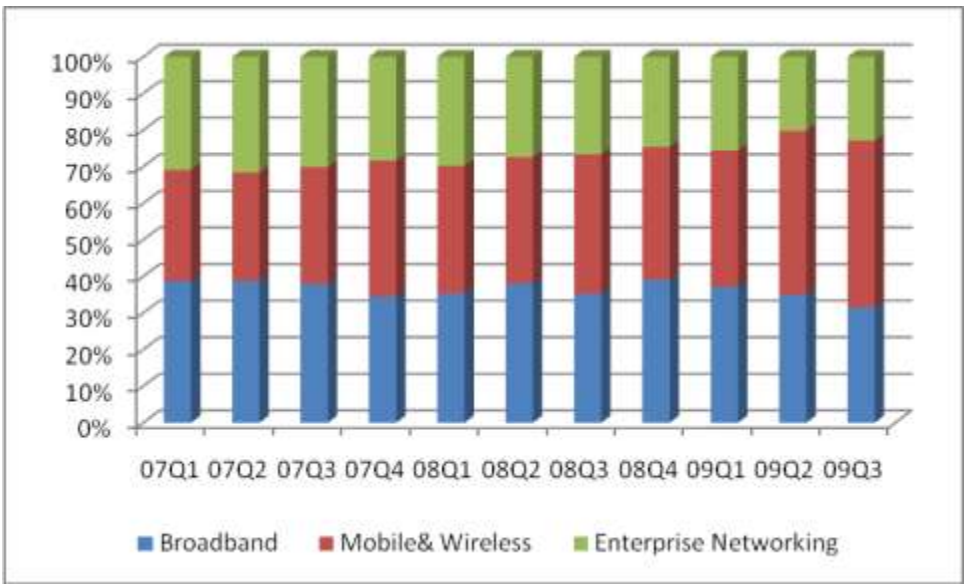
			v1.06D	
Nokia6085	RAPGSM v1.1	BETTY v2.1		AHNEUS v 2.04
Nokia6110Navigator	RAPIDO v1.12	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia6120Classic	RAPIDOYAWE v1.12	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia6136	RAPGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNEUS v 2.04
Nokia6151	RAP3G v3.00E	TAHVO v5.2		PIHI v 2.11
Nokia6220Classic	RAPIDOYAWE1.13E	TAHVO v5.2	ALVIMA v1.05C	AHNEUS v 2.04
Nokia6270	RAGGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNE v 3.01
Nokia6280	RAP3G v3.00E	TAHVO v5.2	RETU v 3.02	PIHI v 2.11
Nokia6290	RAPIDO v1.11	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia6300	RAPGSM v1.1	TAHVO v4.1	RETU v 3.02	AHNEUS v 2.04
Nokia6630	RAP3G v2.10E	TAHVO v4.1	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia6680	RAP3G v2.0E	TAHVO v4.1	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia6681	RAP3G v2.0E	TAHVO v4.1	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia7370	RAPGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNE v 3.01
Nokia7500	RAPGSM v1.1	BETTY v2.2	ALVIMA v1.05C	AHNE v 4.01
Nokia8600	RAPGSM v1.1	TAHVO v5.2	RETU v 3.02	AHNE v 4.01
Nokia8800Arte	RAP3GS v2.0E	BETTY v2.2	ALVIMA v1.05C	AHNEUS v 2.04
Nokia E50	RAPGSM v1.1			AHNE v 4.01
Nokia E51	RAPIDOYAWE1.12E	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia E60	RAP3G v2.20E	TAHVO v4.1	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia E62	RAPGSM v1.1			AHNE v 3.01
Nokia E65	RAP3G v2.20E	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia E70	RAP3G v2.20E	TAHVO v5.2	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia E71	RAPIDOYAWE1.13E	BETTY v2.2		AHNEUS v 2.04
Nokia N70	RAP3G v2.20	TAHVO v4.1		HINKU V3.10+VINKU 3.14
Nokia N71	RAP3G v2.20			HINKU V3.10+VINKU 3.14

Nokia N72	RAP v2.21E	TAHVO v5.2	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia N73	RAP3GS v2.0E	BETTY v2.1	ALVIMA v1.05C	PIHI v 2.11
Nokia N76	RAPIDO v1.11	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia N77	RAP3GS v2.20E	BETTY v2.1	ALVIMA v1.05C	PIHI v 2.11
Nokia N78	RAPIDOYAWE1.12E	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia N79	RAPIDOY1.13E	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia N80	RAP3GS v2.0E	BETTY v2.1	ALVIMA v1.05C	PIHI v 2.22
NokiaN818GB	RAPIDO v1.12	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia N82	RAPIDOYAWE1.12E	BETTY v2.1	ALVIMA v1.05C	
Nokia N85	RAPIDOY1.13E	BETTY v2.1	ALVIMA v1.05C	
Nokia N90	RAP3G v2.11	TAHVO v4.1	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia N91	RAP3G v2.20E	TAHVO v5.2	RETU v 3.02	HINKU V3.10+VINKU 3.14
Nokia N93	RAP3GS v2.0E	BETTY v2.1	ALVIMA v1.05C	PIHI v 2.22
Nokia N95	RAPIDO v1.11	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04
Nokia N96	RAPIDOY1.13E	BETTY v2.1	ALVIMA v1.05C	AHNEUS v 2.04

4.6 Broadcom

Founded in 1991, Broadcom generates its revenue primarily from the technology resources acquired from other companies. Broadcom achieved the revenue of approximately US$3.1 billion in the first three quarters of 2009, in which its revenue from mobile phone platform accounted for less than 5% of the total.

Broadcom Revenue by Division, 2007Q1-2009Q3



Broadcom develops nine product varieties covering Bluetooth, cable TV device, cell phone processor, data and telecom network, DSL, PC network card, satellite equipment, VoIP, and WLAN. Among these, Bluetooth and cell phone processor are the main business of the Mobile & Wireless Department, while CATV, DSL and VoIP belong to Broadband Department and the rest belongs to Enterprise Networking Department. Bluetooth occupies the majority revenue of the Mobile & Wireless Department, with an increase of 37% from 27% over the fourth quarter in 2006.

Cell Phone Products by Broadcom

Model	Description
BCM2133	EDGE single-chip baseband
BCM2141	WCDMA baseband
BCM2152	HSDPA/WCDMA/EDGE/GPRS/GSM baseband
BCM2153	7.2MbpsHEDGE65 Nano-level frequency
BCM2124	GPRS baseband
BCM21331	65NM GPRS baseband on single chip integrated with RF, multimedia processor
BCM2085	65 NM CMOSDigRF transceiver
BCM2702/2727	multimedia application processor
BCM59001, BCM59035	power management
BCM2900, BCM2930, BCM2940	mobile TV receiver
BCM21551	65 NM HSUPA baseband on single chip integrated with RF, BT, FM, AP
BCM21331	65 NM EDGE baseband on single chip integrated with RF, AP

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