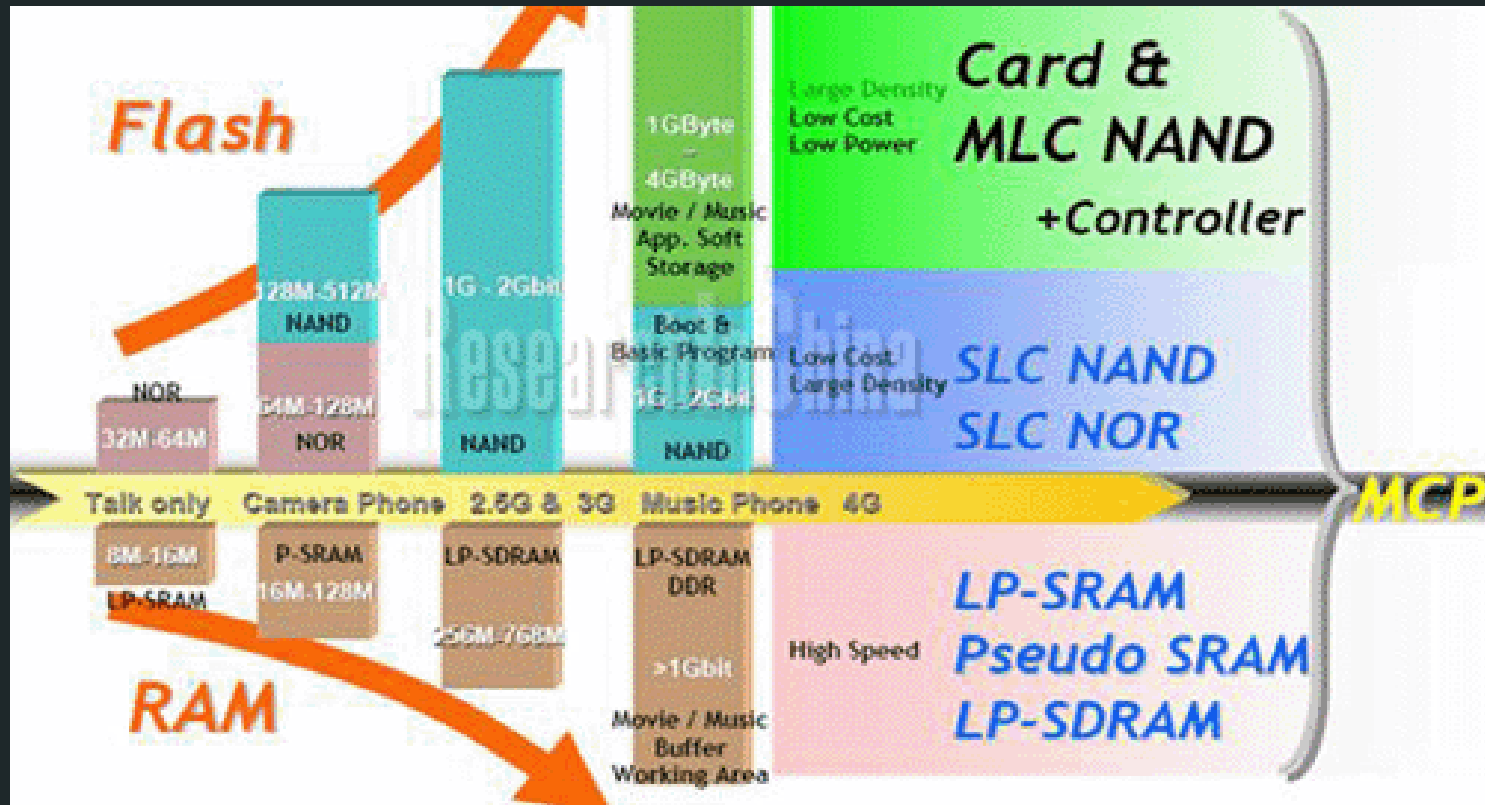


Global Mobile Phone Memory Industry Report, 2007-2008



- In a handset, there are three areas that need to use memory. Firstly, it is a data buffer memory when MCU and DSP are in mathematical operation, namely RAM; secondly, it is a memory for the storage of mobile phone software system code, namely a NOR flash memory; thirdly, it is a memory for the storage of mobile phone extended data, namely a NAND flash memory. RAM belongs to the volatile memory, while NOR and NAND do not.

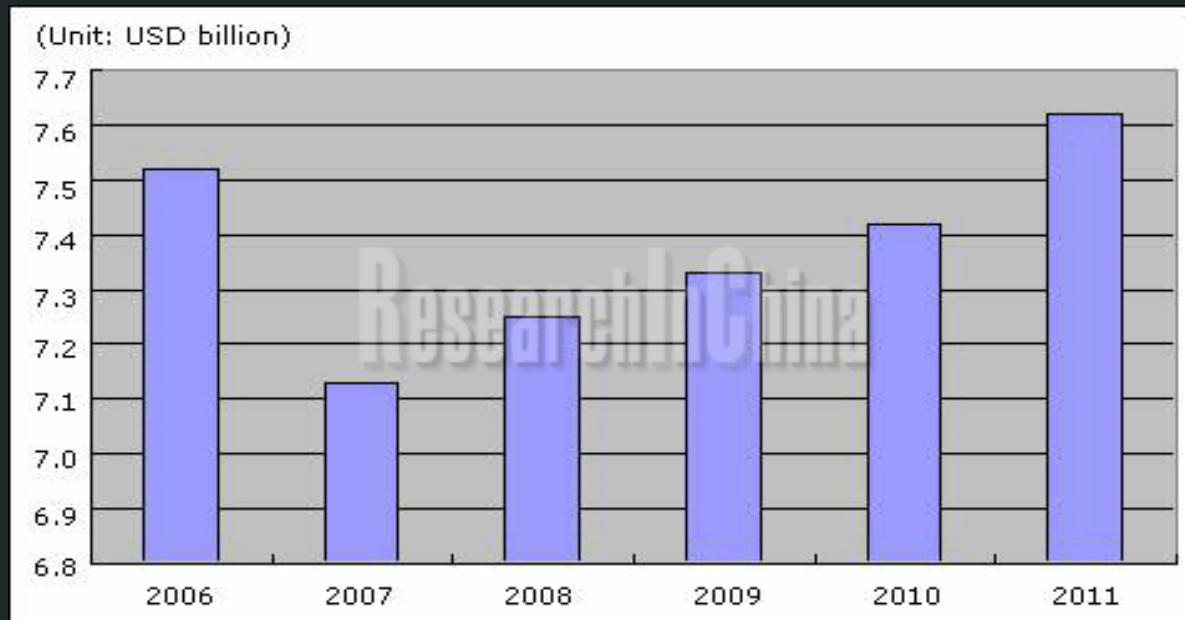
Mobile Phone Embedded Memory Development Roadmap



Source: ResearchInChina

- In 2007, NOR, RAM and NAND all declined drastically, in particular RAM and NAND, resulting in a shrinking market. Although the market capacity of mobile phone memory had a sustained growth, but the prices of NOR, NAND and RAM in mobile phone all declined continuously. NAND had the fast rise in market capacity, but its price had the biggest drop. The price of NOR was higher and the capacity inched up, but the price was in a long term downward trend. In comparison, RAM increased faster than NOR, but slower than NAND. The price of RAM fell by almost the same margin as that of NOR AND, and was also in a long term downward trend.

Statistics and Forecast of Mobile Phone Memory Market Scale, 2006-2011 (US\$ million)



Source: ResearchInChina

- As for mobile phone market, the main growth is highlighted in ultra-low-cost and low-end handsets, which was in particular a leading incentive to the market in 2007. Those ULC handsets need a tiny amount of memory, less than one fourth or even one eighth the amount used by entry handset, which has greatly reduced the market scale. However, the market of low-end phones is limited and the growth rate of ULC handsets will slow down in 2008. Meanwhile, the global economy is likely to slow down and the consumer confidence is weak, so this will undoubtedly influence the sales volume of medium- and high-end handsets and smart phones. It is expected that the world's economy will shrug off downturn in 2010 and then the mobile phone memory market will have a slightly big increase.
- The report gives an in-depth analysis of mobile phone memory industry, covering nearly 300 memory models newly put on the market, including memory types, suppliers, memory capacity, etc. At the same time, the products of all mobile phone memory manufacturers get expounded as well in the report.

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Product details			How to Order
	USD	File	By email: report@researchinchina.com
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Publication date: Apr 2008			By online: www.researchinchina.com
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