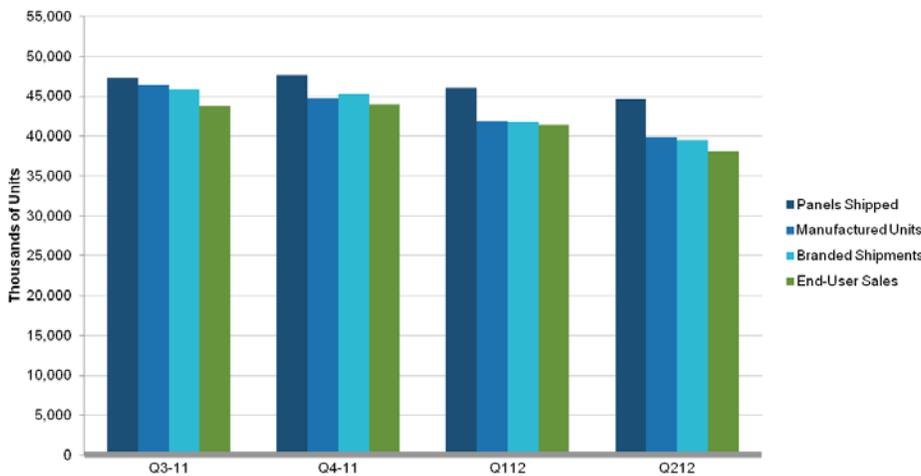


IHS expands its coverage of the worldwide market for desktop and workstation monitors.

The monitor industry is confronting challenges and opportunities as its core customer base is increasingly mobile. Several years of a tight global economy have left many manufacturers and branded vendors short on resources just as the need for innovation is accelerating. Whether you company manufactures, markets, or purchases monitors, having reliable intelligence about industry performance and end-user preference provides an indispensable tool for success.

Published quarterly, the Worldwide Monitor Market Tracker, is designed to keep participants abreast of this dynamic market with all of its challenges and opportunities.

Worldwide Manufacturing vs. Consumption of LCD Panels and Monitors



Utilizing interactive pivot tables, the Worldwide Monitor Market Tracker allows users to parse data across multiple aspects, drilling down to the specifics that separate the market winners from the losers.

Key Issues Addressed

- What is the global outlook for the monitor market? How does it differ by region?
- How is the role of monitors changing in an increasingly mobile user base? Where are the opportunities for growth with tablets?
- Where are the short and long-term profit opportunities?
- How do products need to change in response to operating system changes?
- Which market segment is moving more quickly? Performance or value? Media or PC? Consumer or business?
- Which design elements are proving to be essential?

Applicable To

- Sales and Marketing
 - Monitor set manufacturers
 - PC manufacturers
 - Branded vendors
- Purchasing
 - Set manufacturers
 - Component Suppliers
 - Procurement teams
 - Retailers
- Planning and Investment
 - Strategic planning
 - Technology investors
 - Mergers and Acquisitions

Actuals and Forecast

Frequency

- Quarterly (2010-2013)
- Annual (2014-2016)

Market Views

- Channel (Sales-In)
- End User (Sales-Out)
- Business
- Consumer

Measures

- Units
- ASP (Street and OEM)
- Revenue (Street and OEM)

Display Characteristics

- Screen Size
- Backlight type
- Pixel Format
- Technology (LCD or OLED)
- Aspect Ratio
- Technology Type (TN or IPS/MVA/PVA)

Regions, Markets

- China
- EMEA
- Japan
- Latin America
- North America
- Rest of Asia Pacific

Products Covered

- Stand-alone monitors
- All-in-one monitors

Companies Covered

- Acer, AmTran, AOC, Apple, Asus, Belinea, BenQ, BOE, CMI, Compal, Dell, Eizo, Epson, Fujitsu, Hannspree, Hewlett-Packard, Hitachi, Iiyama, Lenovo, LG Electronics, NEC Display Solutions, Planar, Qisda, Quanta, Samsung, Tatung, TPV, ViewSonic, Wistron, Others
- Quarterly unit share by region
- Branded share by size

Lead Analyst

Rhoda Alexander – Director

Rhoda Alexander has been covering the displays industry for more than 20 years. She is widely regarded as being the leading, independent analyst for tablets, as well as desktop and specialty monitors, and her clients include a wide cross section of market leaders across the entire tablet and monitor value chains.

Alexander's research is comprehensive, encompassing global supply, demand, inventories, and pricing for monitors, tablets, and ereaders. She tracks ODM/OEM system assembly, distribution channels and end-markets, and she continually analyzes the strategies and local marketing tactics of all leading tablet and monitor brands. She also assesses display and interface technologies to determine future adoption and penetration rates.

Alexander's coverage extends beyond volume desktop and workstation monitors into the highly specialized markets for medical, film, broadcast, and air-traffic control. She frequently provides strategic guidance to companies wishing to enter or expand their positions in these unique market segments.

Additional areas of analysis include the wider ecosystem surrounding the tablet market place, including the underlying ecosystem drivers such as content, operating systems, cross platform functionality, channel strategies, and partnership arrangements.

Alexander has designed and managed a number of large-scale research projects. These span a diverse range, from support for tactical supply base management to long-range projections of monitor demand in established and emerging markets..

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