



FOR IMMEDIATE RELEASE

Contact: Bill McClean, President
IC Insights, Inc.
Phone: +1-480-348-1133
Email: bill@icinsights.com

Find New Growth Opportunities in a Poor Economy with New Report *2009 edition of Integrated Circuit Market Drivers Report Released*

Scottsdale, Arizona --- December 3, 2008 --- IC Insights today released the 2009 edition of its annual report *Integrated Circuit Market Drivers—A Study of Emerging and Major End-Use Applications Fueling Demand for Integrated Circuits*. As you are aware, the IC market remains closely linked to the health of the electronic systems industry. And, while global economic conditions have become weak, the variety of end-use applications for ICs is greater than ever and continues to spread. The *IC Market Drivers* report helps identify good opportunities for growth during the poor economy and evaluates the potential for new applications that are expected to fuel the market for integrated circuits through 2012.

The 530-plus-page report includes more than 5,000 market data points categorized by IC device type, by electronic system type, and by geographic region. It also provides thorough analyses of the electronic system products and markets driving demand for ICs. Electronic systems analyzed include wireless networking, cellphones and smartphones, automotive electronics, digital television and set-top boxes, video game consoles, MP3 and personal media players, GPS and personal navigation devices, and several others.

The *2009 IC Market Drivers* report is available for \$2,490 in CD-ROM or three-ring binder format, or for \$2,985 as a bundled CD-binder set. An Internet access password is available as a \$695 option. For company-wide use, a multi-user corporate license costs \$5,890 and comes with a CD, binder, and Internet access password. For more information, please visit: <http://www.icinsights.com/prodsrvs/marketdrivers/marketdrivers.html>.

About IC Insights

IC Insights, Inc., based in Scottsdale, Arizona USA, is dedicated to providing high-quality, cost-effective market research for the semiconductor industry. Founded in 1997, IC Insights offers coverage of global economic trends, the semiconductor market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of end-use applications driving demand for ICs. For more information, contact +1-480-348-1133 or info@icinsights.com, or visit www.icinsights.com.