



TECHNOLOGY, MEDIA & TELECOM INTELLIGENCE SERVICE

Mobile & Embedded Memory

Comprehensive coverage of the NOR and embedded NAND flash markets

Real time access to a continuous flow of research across geographies, topics and application areas:

BENEFITS

- Monthly pricing data on dozens of parts
- Detailed analysis of handset and tablet memory specifications
- NAND and NOR market sizing and technology transitions
- Competitive rankings of mobile memory suppliers by technology
- Close integration with DRAM and NAND Intelligence Services resulting in an all-inclusive understanding of the memory market

Market Insights

Frequent analyst commentary on product launches, market news and analysis.

Market Tracker

Historic and forecasted market data, delivered in Excel and accompanied by written analysis.

Market Brief

Studies addressing key trends delivered throughout the year.

Analyst Access

For prompt responses to urgent and unique questions.

Clients of this Intelligence Service will receive:

Mobile & Embedded Memory Market Tracker – provides detailed analysis and forecasts on mobile and embedded memory market trends by application markets, technology, density as well as insights into significant trends and changes in the market place; updated quarterly

NAND Dynamics Market Brief – analysis of real-time pricing, application and technology trends, market shares, and various other topics pertinent to the NAND flash market (24 issues)

Research Coverage

Technologies	Application Markets	Measures
NAND and DRAM Discrete eMMC eMCP uMCP MCP UFS PoP LPDDRx NOR Wireless NOR SPI NOR	Mobile Smartphones Tablets Embedded Automotive Smart TVs Other embedded	Revenue Unit shipment ASP Market shares
Regions	Related Research	
Worldwide Americas Europe Japan China APAC	NAND Memory DRAM Memory SSD and HDD	

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