Mobile Internet Devices: Market overview

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Introduction

- **Welcome to the Mobile Internet Device (MID) webinar series featuring:**
  - **MID Market Overview – 6/26/08**
  - **MID Architectures – 8/7/08**
  - **MID Business Models – September (TBD)**
  - **MID Ecosystem – November (TBD)**
- **Today's host:**
  - **Tracy Wright, TI Media Relations**
- **20-30 minute market overview followed by live Q&A**
- **Archive of webinar available at:**
  - **http://events.variview.net/clients/ti/20080626/**
  - **www.instat.com**

Presenters

- **Seshu Madhavapeddy**
  - General Manager, Mobile Internet Device Business Unit, Texas Instruments
  - Joined TI in 2008
  - Former president, CEO and founder of various technology start-up companies
  - Guides TI's MID business strategy, software and hardware platforms, strategic partnerships and customer relationships

- **Jim McGregor**
  - Principal Analyst and Research Director, In-Stat
  - Joined In-Stat in 2004
  - 20+ years experience in the semiconductor and electronics industry
  - Focused on emerging semiconductor and systems technology
  - Background in systems and software engineering plus an MBA and experience in several business and management roles

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Presentation overview

- What is a Mobile Internet Device?
- What is the MID market potential?
- Is the time right for MIDs?
- What challenges lie ahead?

What is a Mobile Internet Device (MID)?

Required capabilities:

- Browser
- Higher resolution display
- Wireless broadband
- All-day battery
- Truly portable
- Intuitive UI

+

Application-oriented features:

- Office productivity
- Camera
- Camcorder
- Navigation
- Cellular voice
- Gaming
- Portable media player

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MIDs must deliver “no compromise” Internet browsing

- Display full web page
- All plug-ins and font types
- Intuitive zoom in and out
- Performance equaling PC w/ broadband

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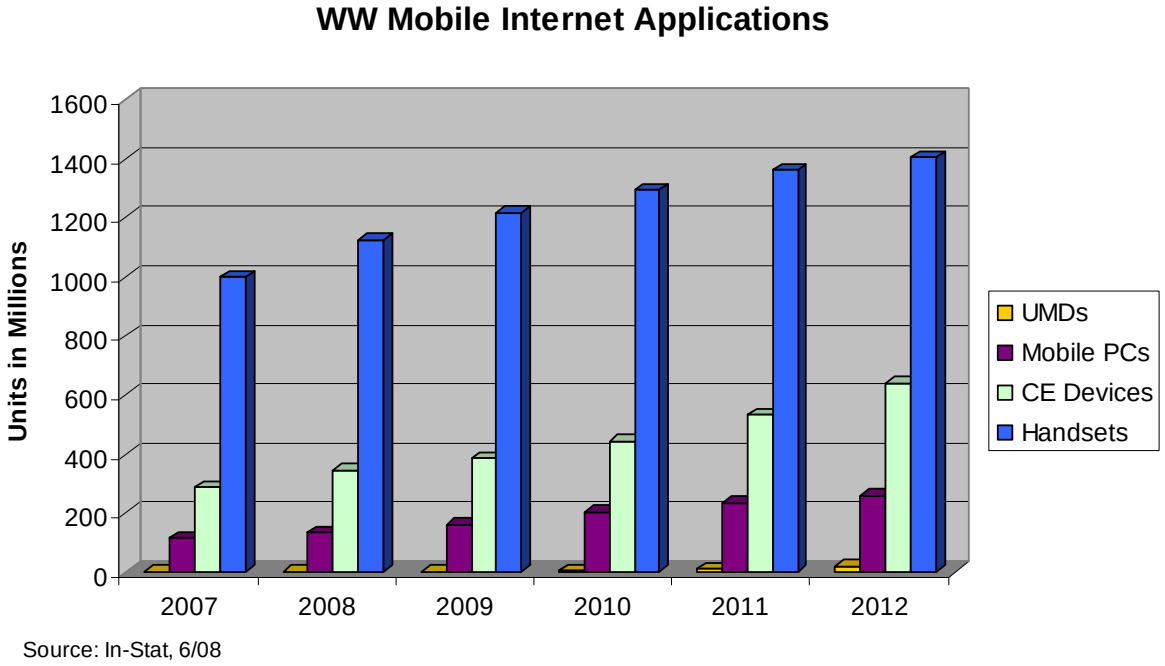
Demand for mobile Internet is increasing



Source: In-Stat, 6/08

3 distinct vendor categories:

- **Smartphone vendors**
- **PC notebook vendors**
- **CE handheld vendors**

3 distinct form factors of MIDs:

- **Pocket MIDs**
- **Tablets**
- **Net-books**

	Pocket MIDs	Tablets	Net-books	Vendor share
Smartphone vendors	● →			60%
PC notebook vendors	←		●	25%
CE handheld vendors	←	●	→	15%
MID type share	70%	10%	20%	

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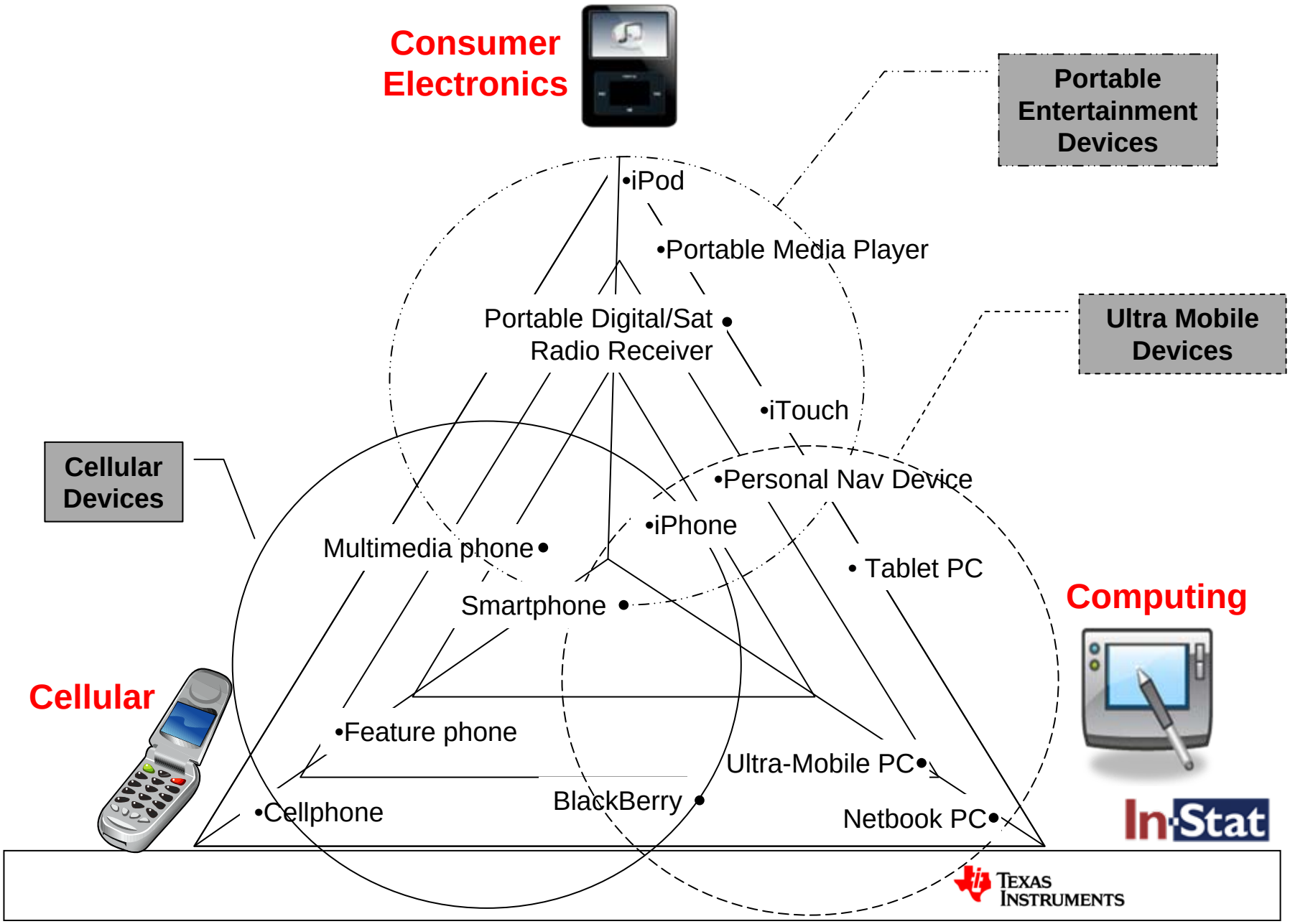
Multiple form factors evolving into MIDs



Why now?

- **New usage models +**
  - **The move to a mobile society**
  - **Change in Internet information**
    - The old Internet – unidirectional information
    - The new Internet – bi-directional rich data content
  - **Change in Internet usage**
    - Communication + Computing + Entertainment
    - Gaming, social networking, video, etc.
- **New Technologies +**
  - **High-performance/low-power processors**
  - **High-performance graphics (DX-10+)**
  - **Advanced UI, browsers and applications using hosted applications & data**
  - **Access to wireless broadband**
- **New business models =**

Major market inflection points within 5 years

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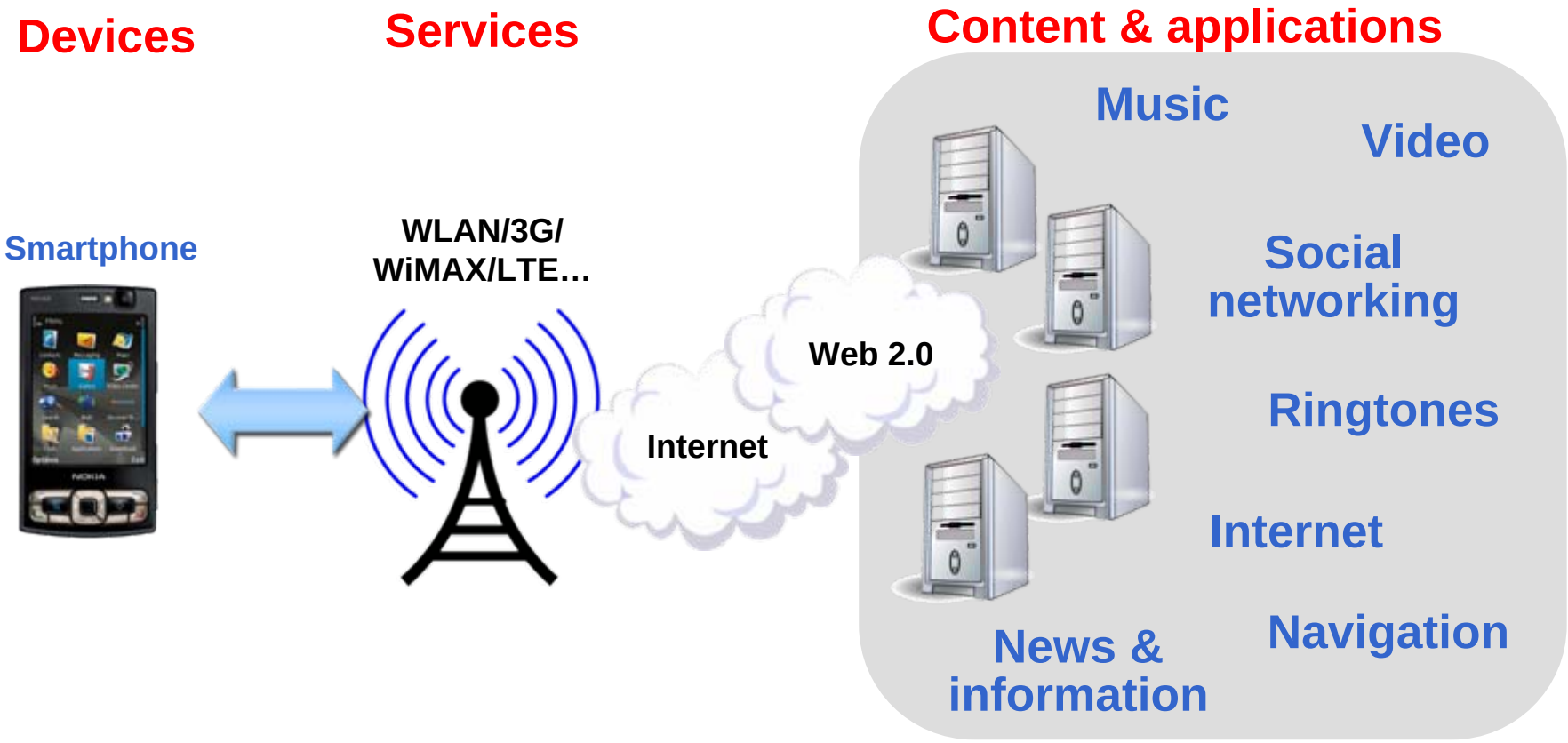
MIDs drive changes in business models: content and service delivery is crucial



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Key industry challenges

- Communications
  - Support of multiple communication standards will be required
- Battery technology
  - No revolutionary battery solution in the near-term
  - Silicon technology must compensate
- Business models
  - How do all participants make money working together?
- No one size fits all!
  - Moving from geographic requirements to personal requirements
  - Plethora of solutions aimed at different applications and usage models

Summary

- Demand for mobile Internet and consumer electronics functionality on the rise
- New usage models and technologies fueling rapid market growth
- Challenges to MID market include:
  - Communications
  - Battery life
  - Business models
  - No one size fits all

Contact Information

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