

2008 Short-Range Wireless

Semiconductor Product Markets – Worldwide



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Abstract

In terms of wireless semiconductors, the Short-Range market segment represents the fastest growing opportunity for suppliers, because of the continued growth seen in Bluetooth - and Wi-Fi - enabled electronic devices, the increased interest in ZigBee, and the emergence of more recent technologies such as Wireless USB.

Short-Range Wireless includes standards such as Wi-Fi (802.11), Bluetooth, ZigBee, and newer technologies such as Wireless USB and NFC. Expect solid growth in this area because of the increased demand coming as a result of new applications for all of the various standards. These standards utilize transceivers and other devices to communicate signals over a limited area. Major examples of this would include communications between a headset and a cell phone, or between a notebook and a router in a typical networked configuration.

For short range wireless semiconductor revenue, Databeans expects that growth will reach a yearly average of 16.3 percent for the 2008-2013 forecast period. As is the case with other wireless categories, expect average pricing to decline steadily, due to lower production costs. Also, integrated single chip solutions are quickly overtaking multiple chip solutions. Logic is the largest and fastest growing product segment for this market.

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