2008年蓝牙市场研究报告

报告大纲

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一、报告简介

观研报告网发布的《2008年蓝牙市场研究报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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二、报告目录及图表目录

摘要Abstract
Bluetooth saw continued success in 2007, with more than 800 million Bluetooth-enabled devices shipping in the PC, PC peripheral, consumer electronics (CE), communications, automotive, and industrial/medical device segments. Over one billion devices are expected to ship in 2008, and shipments are forecast to grow at a CAGR of 18.1% over the 2007 – 2012 forecast period.

New Bluetooth specifications are on the horizon. The Low-Energy specification, expected to be adopted this year, will provide newfound opportunities for Bluetooth silicon in medical and industrial devices. Additionally, a High-Speed specification, to be based on either UWB or Wi-Fi, is expected to make inroads in data- and media-intensive applications, such as streaming video or music to or from a mobile phone.
This report contains five-year forecasts for the penetration of Bluetooth into products within the PC, PC peripheral, communications, CE, automotive, and industrial/medical segments. Additionally, five-year forecasts are provided for Bluetooth silicon ASPs, as well as for shipments and revenues of varying Bluetooth silicon types. In addition, the report also contains responses on Bluetooth and wireless headsets from three separate In-Stat surveys: domestic phone and web surveys, and an international web survey of Japanese, Korean, German, French and British consumers. Also included are profiles of major Bluetooth silicon manufacturers.目录及图表 • Executive Summary
• Bluetooth Standards and Issues
o Bluetooth 2.0 Enhanced Data Rate (EDR)
o Bluetooth 2.1 Enhanced Data Rate (EDR)
o High-Speed Bluetooth
Bluetooth over UWB
Bluetooth over Wi-Fi
o Low-Energy Bluetooth
o Bluetooth Integration Roadmap
Baseband Integration
Radio Integration
• Other Wireless Technologies
o Wireless USB
o Near Field Communications

o 802.15.4 and ZigBee
o Wi-Fi
• 2008 Bluetooth Survey Data
o Domestic RTS Survey
o International RTS Survey
Korea
Japan
France
Germany
UK
International Summary
• Applications and Forecasts
o Communications
Digital Mobile Phones
Mono Headsets
Access Points
Digital Cordless Phones
Summary
o Personal Computers (PCs)
Mobile PCs
Desktop PCs
Aftermarket Adaptors and Cards
Summary
o PC Peripherals
Printers
Human Input Devices (HIDs)
Summary
o Consumer Electronics
Personal Digital Assistants (PDAs)
Video Game Consoles
Portable Media Players
Stereo Headsets
Aftermarket Bluetooth Game Controllers
Bluetooth Speakers
Other

Summary
o Automotive
o Industrial and Medical
o Other/Miscellaneous
o Worldwide Forecast Summary
• Semiconductor Shipment and Revenue Forecasts
o Bluetooth Silicon Competitors
o Atheros
o Broadcom
o CSR
o Infineon Technologies
o Marvell Semiconductor
o National Semiconductor
o NXP Semiconductor
o Qualcomm
o STMicroelectronics
o Texas Instruments (TI)
• Methodology
o Methodology for US General Consumer Survey
o Methodology for International General Consumer Survey
• Related In-Stat Reports

List of Tables

• Table 1. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Age)
• Table 2. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Income)
• Table 3. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Korea, Grouped by Age)
• Table 4. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Korea, Grouped by Income)
• Table 5. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Japan, Grouped by Age)
• Table 6. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Japan, Grouped by Income)
• Table 7. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless

Technology? (France, Grouped by Age)
• Table 8. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (France, Grouped by Income)
• Table 9. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Germany, Grouped by Age)
• Table 10. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Germany, Grouped by Income)
• Table 11. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (UK, Grouped by Age)
• Table 12. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (UK, Grouped by Income)
• Table 13. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (International, by Gender)
• Table 14. Bluetooth-Enabled Digital Mobile Phone Forecast 2006 – 2012 (Units in Thousands)
• Table 15. Bluetooth-Enabled Mono Headset Forecast 2006 – 2012 (Units in Thousands)
• Table 16. Bluetooth-Enabled Access Point Forecast 2006 – 2012 (Units in Thousands)
• Table 17. Bluetooth-Enabled Digital Cordless Phone Forecast 2006 – 2012 (Units in Thousands)
• Table 18. Bluetooth-Enabled Communications Device Summary Forecast 2006 – 2012 (Units in Thousands)
• Table 19. Bluetooth-Enabled Mobile PC Forecast 2006 – 2012 (Units in Thousands)
• Table 20. Bluetooth-Enabled Desktop PC Forecast 2006 – 2012 (Units in Thousands)
• Table 21. Bluetooth-Enabled Adaptor and Card Forecast 2006 – 2012 (Units in Thousands)
• Table 22. Bluetooth-Enabled Personal Computer Summary Forecast 2006 – 2012 (Units in Thousands)
able 23. Bluetooth-Enabled Printer Forecast 2006 – 2012 (Units in Thousands)
• Table 24. Bluetooth-Enabled HID: Mice and Keyboard Forecast 2006 – 2012 (Units in Thousands)
• Table 25. Bluetooth-Enabled PC Peripheral Summary Forecast 2006 – 2012 (Units in Thousands)
• Table 26. Bluetooth-Enabled PDA Forecast 2006 – 2012 (Units in Thousands)
• Table 27. Bluetooth-Enabled Video Game Console Forecast 2006 – 2012 Units in Thousands)

• Table 28. Bluetooth-Enabled Portable Media Player Forecast 2006 – 2012 (Units in Thousands)
• Table 29. Bluetooth-Enabled Stereo Headset Forecast 2006 – 2012 (Units in Thousands)
• Table 30. Aftermarket Bluetooth-Enabled Game Controller Forecast 2006 – 2012 (Units in Thousands)
• Table 31. Bluetooth Speaker Forecast 2006 – 2012 (Units in Thousands)
• Table 32. Bluetooth-Enabled Other Consumer Electronics Forecast 2006 – 2012 (Units in Thousands)
• Table 33. Bluetooth-Enabled Consumer Electronics Summary Forecast 2006 – 2012 (Units in Thousands)
• Table 34. Bluetooth-Enabled Automotive Forecast 2006 – 2012 (Units in Thousands)
• Table 35. Bluetooth-Enabled Industrial and Medical Forecast 2006 – 2012 (Units in Thousands)
• Table 36. Bluetooth-Enabled Other/Misc. Forecast 2006 – 2012 (Units in Thousands)
• Table 37. Bluetooth-Enabled Equipment by Product Segment Forecast 2006 – 2012 (Units in Thousands)
• Table 38. Bluetooth Semiconductor Shipment and Revenue Forecast 2006 – 2012 (Units and Revenue in Thousands)
• Table 39. Bluetooth Semiconductor Shipment Unit Forecast by Bluetooth Type 2006 – 2012 (Units in Thousands)
• Table 40. Bluetooth Semiconductor Shipment ASP Forecast by Bluetooth Type 2006 – 2012
• Table 41. Bluetooth Semiconductor Shipment Revenue Forecast by Bluetooth Type 2006 – 2012 (US$ in Thousands)

List of Figures

• Figure 1. Bluetooth-Enabled Equipment Forecast by Product Segment 2006 – 2012 (Units in Thousands)
• Figure 2. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology?
• Figure 3. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Age)
• Figure 4. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (US, Grouped by Income)
• Figure 5. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Korea)

• Figure 6. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Korea, Grouped by Age)
• Figure 7. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Korea, Grouped by Income)
• Figure 8. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Japan)
• Figure 9. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Japan, Grouped by Age)
• Figure 10. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Japan, Grouped by Income)
• Figure 11. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (France)
• Figure 12. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (France, Grouped by Age)
• Figure 13. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (France, Grouped by Income)
• Figure 14. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Germany)
• Figure 15. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Germany, Grouped by Age)
• Figure 16. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (Germany, Grouped by Income)
• Figure 17. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (UK)
• Figure 18. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (UK, Grouped by Age)
• Figure 19. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (UK, Grouped by Income)
• Figure 20. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? EXTREMELY FAMILIAR
• Figure 21. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? VERY FAMILIAR
• Figure 22. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? SOMEWHAT FAMILIAR
• Figure 23. Which of the Following Best Describes Your Familiarity With Bluetooth

Wireless Technology? NOT VERY FAMILIAR
• Figure 24. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? NOT AT ALL FAMILIAR
• Figure 25. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? INTERNATIONAL SUMMARY
• Figure 26. Which of the Following Best Describes Your Familiarity With Bluetooth Wireless Technology? (International, by Gender)
• Figure 27. Bluetooth-Enabled Equipment Forecast by Product Segment Forecast 2006 – 2012 (Units in Thousands)
• Figure 28. Bluetooth ASP and Chip Shipment Forecast 2006 – 2012
• Figure 29. Bluetooth Semiconductor Shipment Unit Forecast by Bluetooth Type 2006 – 2012 (Units in Thousands)
• Figure 30. Bluetooth Semiconductor Shipment Revenue Forecast by Bluetooth Type 2006 – 2012 (US$ in Thousands)

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