

PRESS RELEASE

UBM TechInsights Launches Product Teardowns for Tablets

New Service Provides Expert Analysis of the Technologies Driving the Soaring Tablet Market

OTTAWA, February 8, 2010/PR Newswire/ -- [UBM TechInsights](#) today announced the launch of a new line of expert [teardown reports](#) on tablets. These reports will contain in-depth analysis of the different design and development techniques being implemented by tablet vendors, providing valuable intelligence to OEMs, semiconductor manufacturers, IP professionals and industry analysts worldwide.

With vendors jockeying for position following CES, the tablet wars are now in full swing. Apple's iPad has set the pace with market dominance in 2010, but serious challengers are appearing. Demand for tablets will accelerate in 2011 and beyond, fueled by consumer and enterprise interest as well as the introduction of devices based on Google's Android and other operating systems. E-readers, gaming devices and notebook computers will be cannibalized along the way. Companies in the mobile device space must be aggressive in their efforts to gain a competitive edge.

"New tablets are announced virtually on a weekly basis, so product designers and others with a vested interest in the sector are challenged to stay abreast of product advances," said Emil Alexov, senior vice president of sales and marketing for UBM TechInsights. "With the emergence of video applications enabled by 4G bandwidth, and the rise of computing-intensive gaming applications, it will be necessary for companies to monitor the rapid innovations in wireless, processor, memory, display, and battery technologies, as well as advances in packaging techniques. Our new tablet teardown reports provide insight into all of these."

The teardowns will cover all major processor and operating platforms in 2011, providing a comprehensive view of the product landscape. They will include new products emerging from key vendors in China such as Huawei, Aigopad, Gome and SmartQ, as well as such leading devices as:

- RIM BlackBerry PlayBook (Tablet OS, dual-core TI OMAP processor)
- Apple iPad2 (iOS, "A5" processor)
- Motorola Xoom (Android "Honeycomb", NVIDIA Tegra 2 dual-core processor)
- Cisco Cius (Android, Intel Atom processor)
- HP Slate (Windows 7)
- HP Palm Topaz (WebOS, Dual-core Qualcomm MSM8660)
- Nokia Z500 (MeeGo)
- ViewSonic gTablet (Android, NVIDIA Tegra 2 dual-core processor)

UBM TechInsights' expert teardown reports reveal integrated circuit (IC) content and design wins, system architecture, as well as system and sub-assembly metrics for a growing list of tablet products. Customers can purchase individual reports or a one-year license to continually access new content and resources on-line, including:

- 2 existing teardown reports ([Apple iPad](#) and [Samsung Galaxy Tab](#))
- 18 new teardown reports planned for 2011

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- “IC Locator” tool to identify specific ICs found in analyzed tablets and smartphones
- “Feature-Set Search” tool to compare common features across analyzed devices
- Bill of materials (BOM) and manufacturing cost estimates for selected products

“By combining our proven approach to managing intellectual property with the timely analysis in our product teardowns, customers interested in the tablet sector will be well positioned to meet the competitive challenges of this growing market,” continued Alexov. “We are pleased to add this focus on tablets to our highly respected portfolio of teardowns that also cover a wide range of mobile and consumer electronics products.”

UBM TechInsights will have a sample tablet teardown report available for review at **Booth 2B93, Hall 2**, at Mobile World Congress in Barcelona Spain on February 14 – 17.

About UBM TechInsights

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit www.ubmtechinsights.com.

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