



MARKETPOTENTIAL

embedded specialists

An introduction to the 'Embedded space'.

Market Potential is a *research & advisory* group focused on providing competitive intelligence in the highly specialized **Embedded systems** domain. This growing niche market is currently covered by companies such as VDC and Embedded Forecast, with vertical focus intelligence being delivered through companies such as Linley & In-stat.

Many analyst companies categorize embedded systems as electronics, semiconductor or software. Very few are in a position to provide analysis and guidance to both clients and vendors.

Manufacturers (OEM/ODM's) of electronic systems & devices can be found in all markets including:-

Automotive electronics:	Delphi, Bosch, TRW, Magneti-Marelli
Industrial equipment:	ABB, GE, Honeywell, Mitsubishi, Matsushita, Invensys
Networking & Communications:	Alcatel-Lucent, Cisco Systems, ECI Telecom
Personal devices:	Apple (iPod), Sony, Nokia, Sony-Ericsson, Blackberry
Avionics & Aerospace:	EADS, Lockheed Martin, Hughes, Jet Propulsion Labs
Medical Imaging & Biotech:	Siemens-Medical, GE-Healthcare, Philips MS

Suppliers to these manufacturers generally provide the following products or technology solutions:-

- System design and simulation environments
- Semiconductor chipsets, microprocessors, microcontrollers and variants
- Custom or standards based electronic target boards
- System level board 'bring-up' tool suits
- Operating systems (RTOS or GPOS) and application software development environments
- Development and production test environments

Manufacturers are constantly looking for ways to improve ROI, streamline their resources, know their clients and beat their competition.

Suppliers also endeavor to compete effectively in the sector; additionally they have to better understand the needs and trends affecting their clients, the manufacturers.

At Market Potential we help manufacturers & suppliers by providing detailed and comprehensive data, insightful analysis and invaluable recommendations.