

**IEEE Central Texas Consultants  
Network Meeting  
July 27, 2011**

**Product Teardown Analysis for Technical  
Marketing, Competitive Intelligence, and  
Intellectual Property Assertion**

**Presented by:  
UBM TechInsights  
Technical Intelligence**

**Ted Scardamalia  
Don Stroud**

## About TechInsights Teardown

- ***Founded in 2000 as Portelligent, a spinout of the MCC (Microelectronics and Computer Tech Corp.) R&D consortium; acquired in Nov. 2007 by UBM.***
- ***Over 100 customers worldwide:***
  - Semiconductor Makers
  - Elec. Component Suppliers
  - Fabless IC Design Houses
  - Cellular Handset Makers
  - Consumer Elec. Product Makers
  - Wireless Carriers
  - Financial Analysts
  - IP Licensing Firms
- ***Staff of approx. 20 with extensive experience in electronic systems analysis, electronic and mechanical engineering, technology trend assessment.***
- ***Offices and laboratories located in Austin, Texas, USA.***
- ***Sales-and-marketing now fully integrated with broader UBM TechInsights.***
- ***TechInsights Austin's core competency and primary information offering is "Product Teardown Analysis" and related analysis of consumer electronic products.***



# TechInsights Value Proposition

- We make possible superior technology and intellectual property decisions
- We help clients maximize return on these investments









# Reducing Guesswork

*OEMs, IC manufacturers and financial stakeholders value UBM TechInsights Technical Intelligence to address critical questions such as:*

- Who are the emerging component suppliers for smartphones, tablets, and consumer electronics?
- What are the best approaches to reducing manufacturing and BOM costs?
- How can wireless connectivity be best integrated and at what cost?
- What emerging stand-alone technologies can be integrated into next generation smartphones and tablets?
- What are the developing socket and component integration opportunities?
- What are the latest IC packaging trends?
- What competitive threats are arising from new technologies and emerging suppliers?

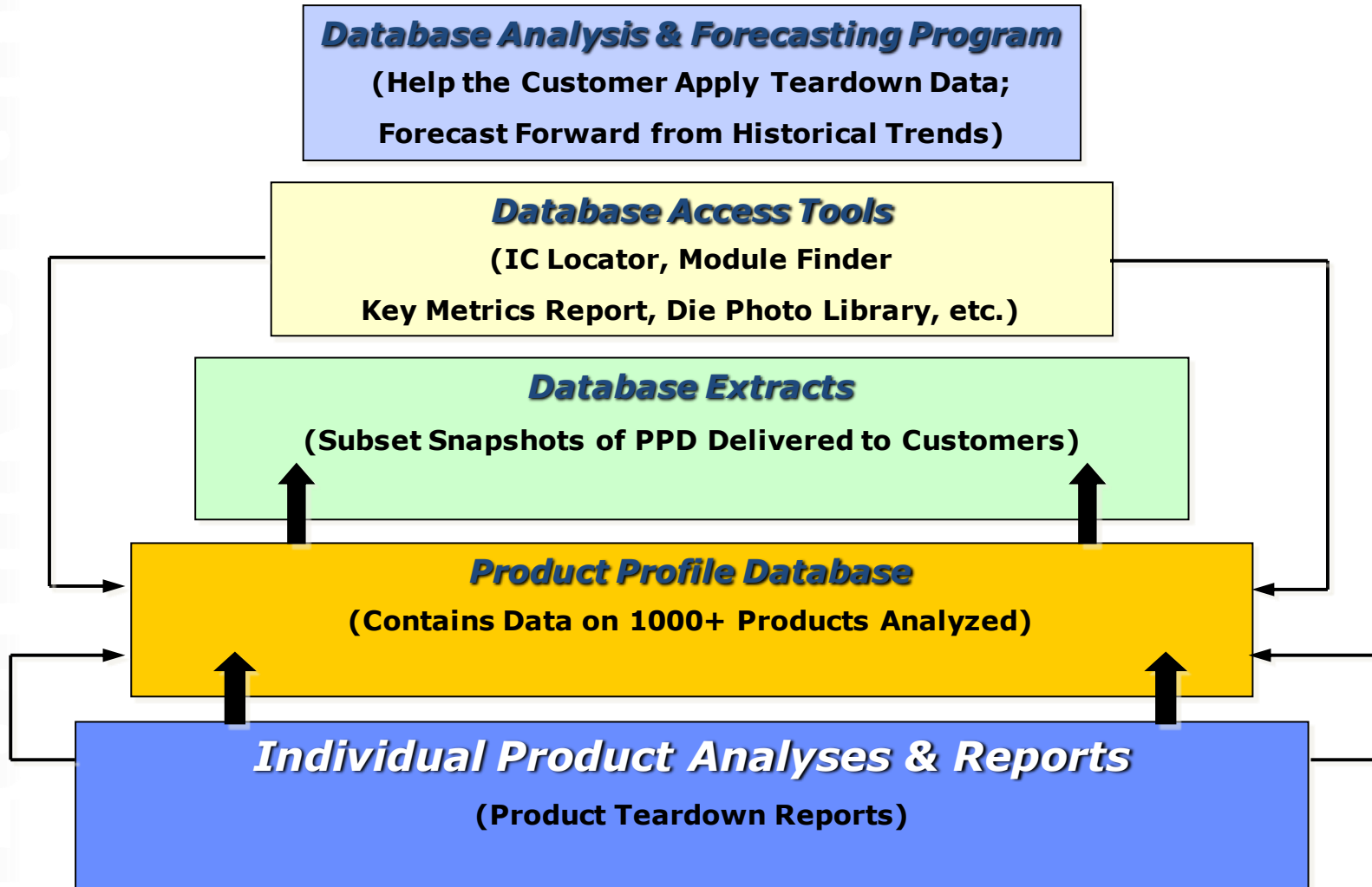
## “Channels” of Teardown Analysis

### *Eight Channels Covering Six Product Categories*

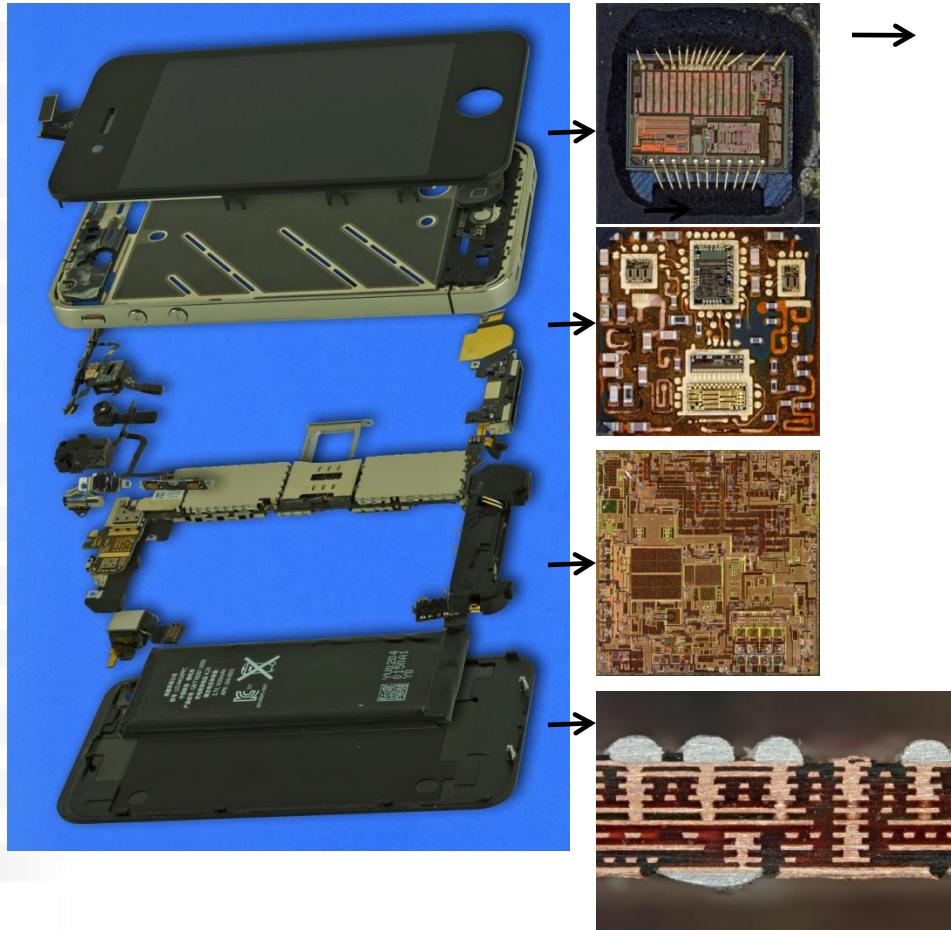
 MEDICAL DEVICES	 TABLETS	 MOBILE COMPUTING & CONNECTIVITY	 CHIPOGRAPHY REPORTS	 CELLULAR PHONES	 CHINA HANDSETS	 PERSONAL APPLIANCES	 DIGITAL HOME
<u>Medical</u>	<u>Tablets (Baseline Teardowns)</u>	<u>Mobile Computing &amp; Connectivity</u>	<u>Cellular Phones Chipography</u>	<u>Cellular Phones Full Teardowns</u>	<u>China Market Handsets</u>	<u>Personal Appliances</u>	<u>Digital Home</u>
32 new reports/year 13 library	12 new reports/year 19 library	15 new reports/year 85+ library	50 new reports/year 410+ library	*25 new reports/year 275+ library	35 new reports/year 40+ library (Baseline Teardowns)	15 new reports/year 171+ library	15 new reports/year 91+ library
<ul style="list-style-type: none"> <li>Blood Glucose Monitors</li> <li>Pulse Oximetry</li> <li>Blood pressure monitors</li> <li>Portable Ultrasound</li> <li>Hearing Aids</li> <li>Body-worn wireless sensors</li> <li>ECG/EKG</li> <li>Portable defibrillators</li> </ul>	<ul style="list-style-type: none"> <li>Tablets (12 Baseline Teardowns)</li> </ul> <p>Note: access to Tablets Channel includes access to 6 Full Product Teardowns on Tablets published in the Mobile Computing/Connectivity Channel.</p>	<ul style="list-style-type: none"> <li>Cellular Data Cards</li> <li>USB Data Dongles</li> <li>SSDs</li> <li>Notebooks</li> <li>Tablets (6 Full Product Teardowns)</li> </ul>		<ul style="list-style-type: none"> <li>LTE</li> <li>UMTS</li> <li>W-CDMA</li> <li>CDMA EV-DO</li> <li>HSPA</li> <li>WIMAX</li> <li>TD-SCDMA</li> <li>TD-LTE</li> <li>SmartPhones</li> <li>Ultra-low cost</li> </ul>	<ul style="list-style-type: none"> <li>Personal Media Players</li> <li>e-Readers</li> <li>Portable Gaming</li> <li>Handheld GPS</li> <li>Personal Navigation Devices</li> <li>Pocket Projectors</li> <li>Digital Imaging</li> </ul>	<ul style="list-style-type: none"> <li>Home Broadband and Networking</li> <li>Flat-panel TVs</li> <li>Wireless Routers</li> <li>Nettop PCs</li> <li>VoIP Handsets</li> <li>DVDRs</li> <li>Game Consoles</li> </ul>	

- Product Selection by
  - Innovation Factors: *Technology - Form Factor - Feature Set - Price Point*
  - Client Recommendations and Client Sponsorship

## TechInsights Teardown – Structure of Info Products



# Teardowns enable better IP decisions



- 
- Technology & Market Assessment
  - Due Diligence
  - Infringement Discovery
  - Patent Brokerage
  - Technology Audits
  - Patent Reviews
  - Patent Assertion
  - Prior Art Assessment
  - Non-infringement Analysis