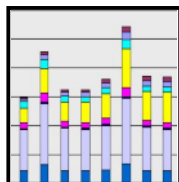


meko

DisplayCast Large FPD Services

Market intelligence for Europe



DisplayCast
Large FPD

Market intelligence and market strategy for large flat panel displays in Europe

What is the DisplayCast Large FPD service?

The DisplayCast Large FPD service contains an overall summary of the market and demand for flat panel-based products for the three key markets of computer monitors, flat panel TVs and public displays. Using the latest market data from the DisplayCast range you will get sales data, forecasts, pricing analysis and a market overview for each region in Europe for each market sector.

The addition of the strategy service provides TV manufacturers and brand owners with a forward look at the factors which drive the flat panel display market. This will give actionable information and better forecasting models which can be used to define the market trends and the factors which will most influence market direction. This extra market knowledge will allow marketers to develop marketing plans which will shape strategies and predict technology trends with confidence.

The marketing information, depending on the service selected, includes pricing details, analysis of key market and technology issues and market strategies, and is delivered regularly throughout the year in paper and electronic format. To identify the service you require please refer to the selection table on the back of this brochure.

Research You Can Trust

Meko Ltd. is the leading specialist display market research consultancy in Europe. Formed in 1994, the company's senior staff bring years of practical experience of the European display market. In preparing DisplayCast reports, Meko surveys a wide range of sources to generate a complete view of the market.

TVs

The European TV market is a complex and varied market. With all areas of the region at different levels of economic strength, technology maturity and with differing channel structures it's complicated and challenging to track. Meko's DisplayCast Advanced TV service tracks all technologies of TV down to per brand and per country level. The service tracks pricing, products and channels.



Monitors

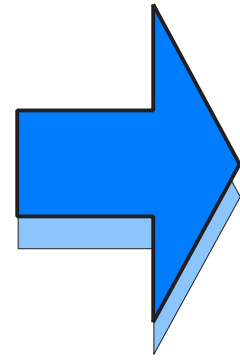
Meko's DisplayCast monitor service has become the leading European monitor market research service and Meko is a supplier of market data on the European monitor market to the majority of brands in the top 20 suppliers.

Meko's innovative approach of supplying rich data and its continuous improvement through its MekoCube software and new forecast techniques have revolutionised the understanding of market players.



Public Displays

DisplayCast Public Display is the latest addition to the Meko DisplayCast services. The service uses the 'rich data' approach, developed in the desktop monitor service to help clients understand the market for LCD and PDP displays in the 30" and above category in Public Display applications.



Forecasts
Sales forecast by:
country
channel
product type

Pricing forecast by:
technology
size

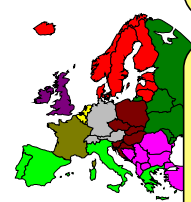
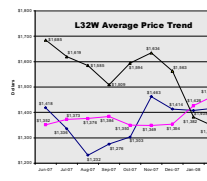
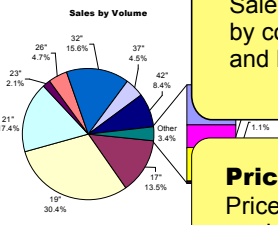
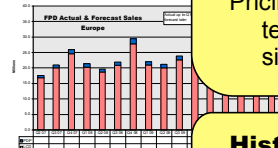
Historical data
Sales data by size category,
by country, by technology
and by application

Pricing analysis
Price trend data and
analysis

Market overview
Overview analysis is
presented for the major
brands, by application, by
region with market shares
on a quarterly basis

Presentations
Custom reports,
presentations and
analysis to match our
extensive databases to
your requirements

Ad-hoc consultancy
Consultancy time via
phone or meetings to
provide advice on the
latest market
developments



- Up-to-the-minute, comprehensive, actionable information covering the whole of Europe.
- Your own virtual market research department with expertise in the large FPD market.

The DisplayCast Large FPD Services

Meko offers a standard market report service and a strategy service for the large FPD sector of the electronic display industry.

The strategy service contains sales data, forecasts, ad-hoc consultancy, presentations for the complete 'virtual' marketing department solution.

	Standard	Strategy
Quarterly pricing data	✓	✓
Quarterly pricing analysis	✗	✓
Monthly executive summary of significant news events	✗	✓
Monthly sales and inventory overview report	✗	✓
Quarterly executive summary	✓	✓
Quarterly volumes and values and pricing overview	✓	✓
Quarterly volumes and values overview data	✓	✓
Quarterly volumes and values detailed data	✓	✓
Quarterly price forecast by category (Europe)	✓	✓
Quarterly forecast by region and category	✓	✓
Quarterly forecast by country and category	✗	✓
Quarterly on-line webinar	✗	✓
Custom briefings and presentations	✗	✓
Up to 2 days of custom programming or consultancy time	✗	✓
Ad-hoc consultancy work	✗	✓
E-mail newflash service	✓	✓
Display Monitor archive CD	✗	✓

For further information or to order either of the DisplayCast Large FPD Services please contact the Meko sales office.



Telephone +44 (0) 1252 835385
 Fax +44 (0) 1252 838621
 E-mail sales@meko.co.uk
 World Wide Web <http://www.meko.co.uk>

Meko Ltd
 1 Blackdown Road
 Deepcut
 Surrey
 GU16 6SH
 UK

Registered in England 2928139