



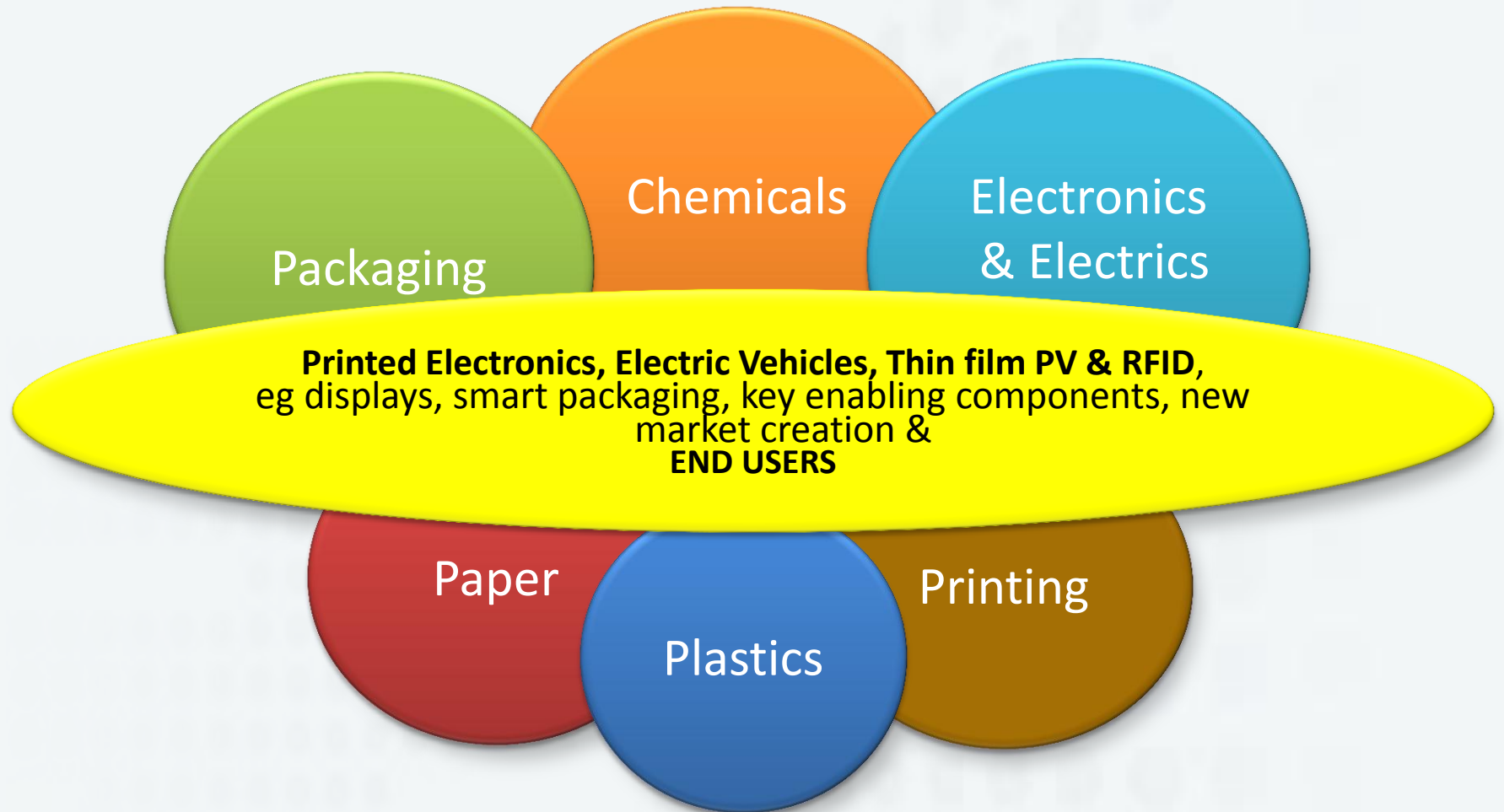
YOUR BUSINESS
OUR INSIGHT

www.IDTechEx.com

About IDTechEx

- ▶ **Expertise** - Printed Electronics, Energy Harvesting & Storage (e.g. Printed Solar Cells), Electric Vehicles, RFID.
- ▶ **Products** - Consultancy, Publications, Events
- ▶ **Customers** - Many of the world's largest packaging, printing, electronics, electrical, consumer goods and chemical companies plus government agencies and venture capitalists have placed consultancy business
- ▶ **Founded** - 1999
- ▶ **30 staff** - USA, UK, Germany, Poland, New Zealand

Our customers



Independent Global Services

- ▶ **Specialists: Printed Electronics, Photovoltaics, Electric Vehicles, Energy Harvesting/ Storage, RFID**
 - Widely respected and cited throughout the industry – market leader in research.
- ▶ **Industry Experts**
 - We have tracked these markets for 10 years. Highly qualified, highly experienced multilingual staff, many at PhD level. Expertise: organic, inorganic and composite materials, electronics, printing, physics, starting, running and optimising businesses, fund raising, acquisitions
- ▶ **Global Research**
 - Offices in three continents, top contacts
- ▶ **Business Intelligence**
 - We focus on business strategy and commercialization but we are also technical.
- ▶ **Able to respond rapidly**
 - Tailored solutions for all budgets

Overview of our services



Consultancy:

Over 250 consultancy projects, most under NDA. A few companies we can mention include: **International Copper Association, Hewlett Packard, Shell ICI, Rexam, Whirlpool Europe, Guinness UDV, Thin Film Electronics. PolyTechnos, Cazenove Investment, Schiphol International Airport.**

Events

Run **over 60** events in past 10 years in three continents. IDTechEx organise the World's largest events for Printed Electronics. World's only event on Electric Vehicles Land Sea Air. Largest on Energy Harvesting (for devices and vehicles). **Asia, USA and Europe.**

Publications

Over 60 titles published, most with ten year forecasts updated yearly. 10 additional titles being researched for 2012 launches

Web Portals:

Printed Electronics World, Energy Harvesting Journal & Electric Vehicles Research

World's Largest RFID Case Study Knowledgebase.

World's Largest Printed Electronics Suppliers Database



Recent Work

Case Study Electronics

A multi billion dollar electronics company wanted to get involved in RFID and leverage their skills but did not know the best way to position themselves in the market.

IDTechEx analyzed the needs by applicational sector and technology issues, sector profitability and competitive landscape to prioritise the company's strategy in each sector.

The company used this information to position themselves in the market and develop appropriate solutions and services

Recent Work

Case Study Materials

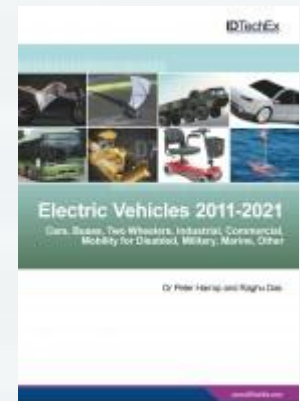
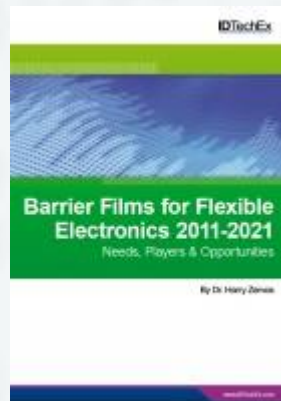
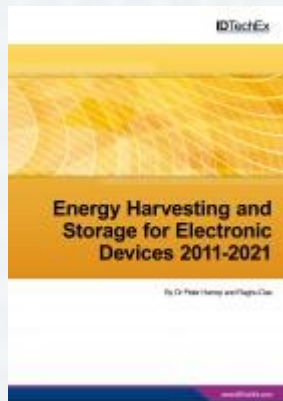
A **\$40 billion company** was looking to participate in the printed electronics market and leverage their expertise as a global materials company. It needed to understand how it could get involved in this sector based on unmet needs, companies to potentially partner with or even acquire, and company progress, particularly in East Asia.

IDTechEx profiled **over 150 companies** around the world, in particular those in East Asia. Full patent searches, company SWOT reports and analysis was given. Recommendations of partners and unmet needs (i.e. opportunities for the client) were given.

The client invested in one of our recommended companies and grew effort on topic accordingly. The client later has attended IDTechEx events for ongoing market updates.

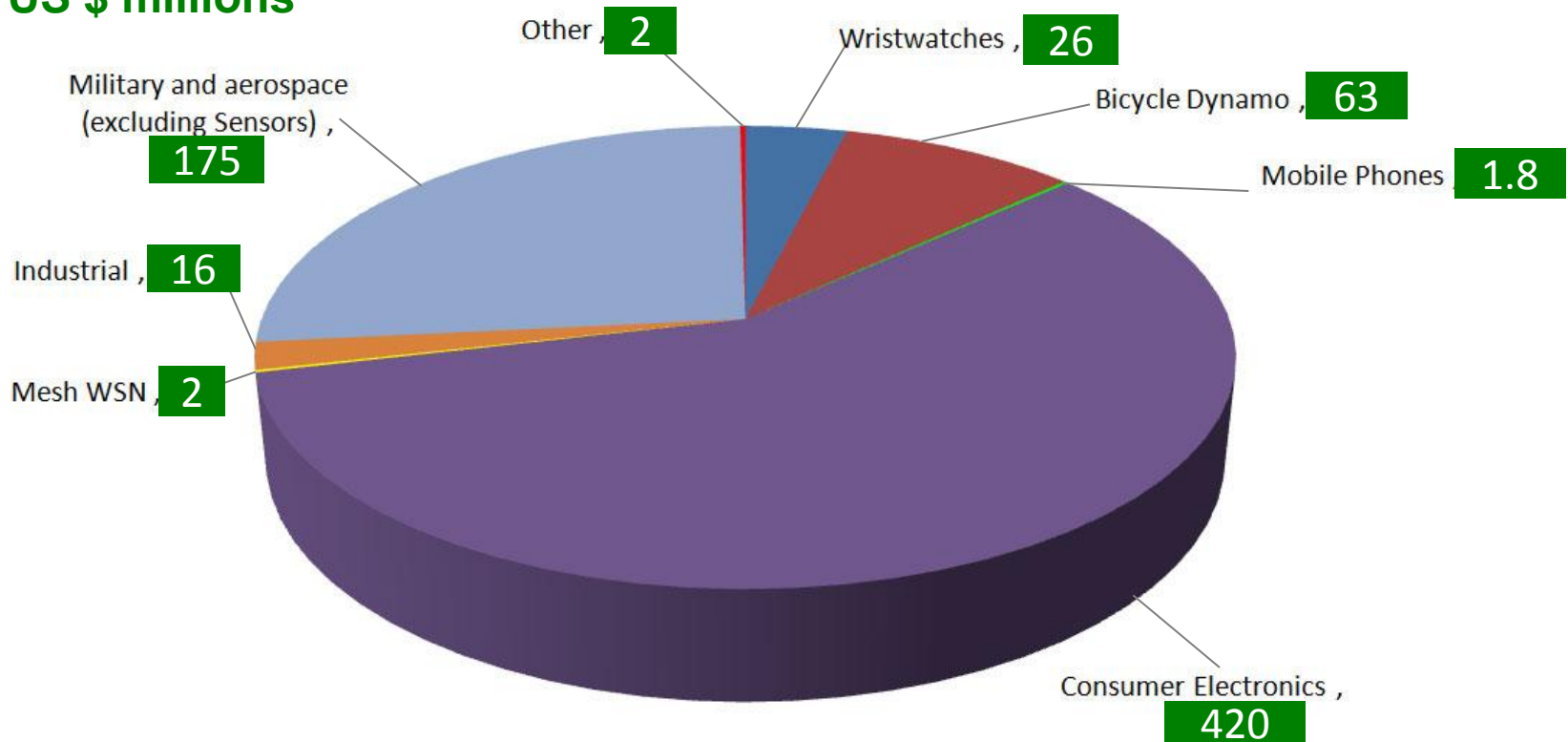
Publications/Reports

- ▶ Unusually comprehensive market analysis
- ▶ Delivered through intensive travel by technical experts
- ▶ Many reports are the world's only coverage of that aspect
- ▶ 60 titles currently available
- ▶ 10 new titles planned for 2012



The Energy Harvesting Market in 2012: \$0.7Bn

In US \$ millions



Wristwatches, 33 million \$26 million

Consumer Electronics, 600 million \$420 million
(calculators, toys, lighters, radios...)

Bicycle Dynamo, 6.3 million, \$63 million

Wireless Mesh Networks, 0.2 million, \$2 million

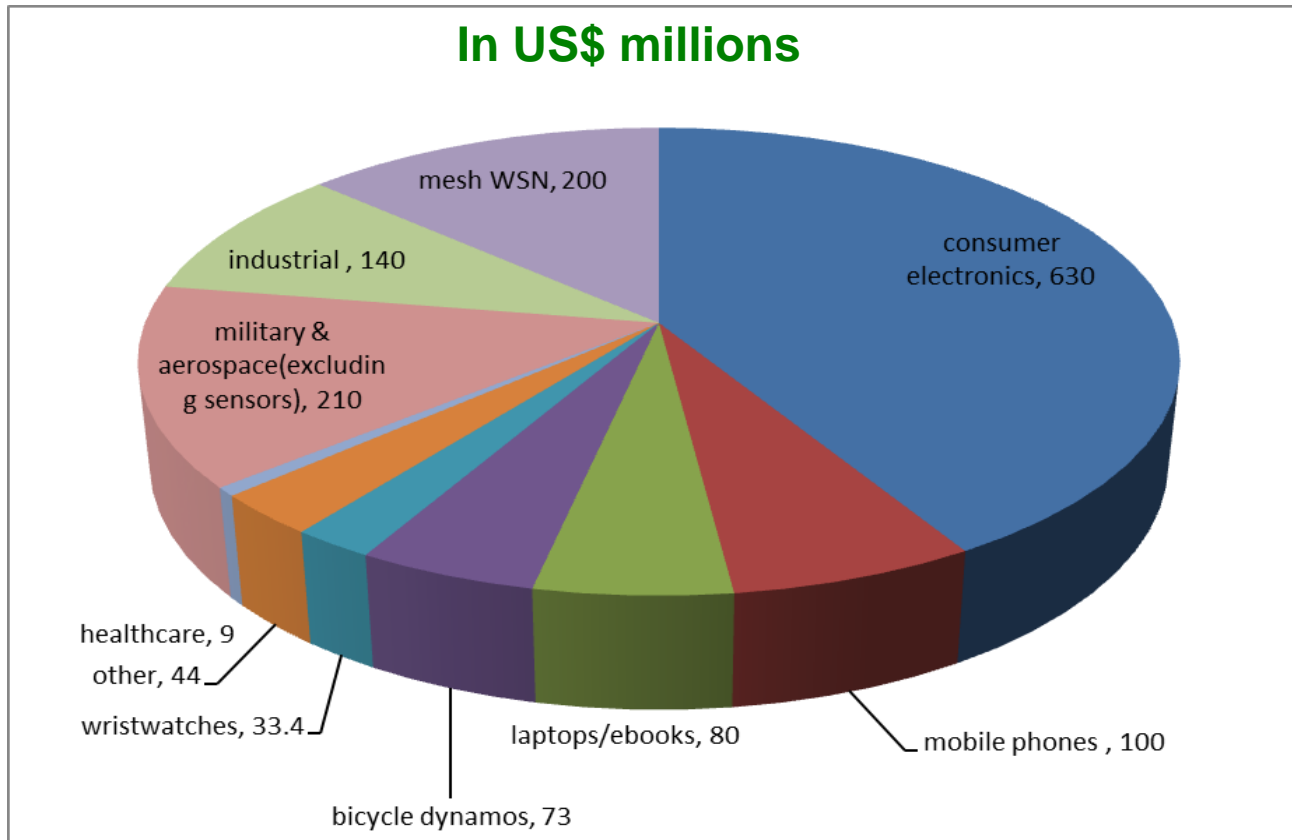
Mobile Phones, 0.2 million, \$1.8 million

Industrial (non mesh), 2 million, \$16 million

Other (including medical). 0.2 million, \$2 million

Military & Aerospace, 0.05 million \$175 million

The Energy Harvesting Market in 2017 \$1.5Bn



Wristwatches, 43 million \$33.4 million

Consumer Electronics, 900 million \$630 million

Laptops/ebooks, 5 million, \$80 million

Wireless Mesh Networks, 20 million, \$200 million

Mobile Phones, 20 million, \$100 million

Industrial (non mesh), 40 million, \$140 million

Healthcare, 1 million, \$9 million

Military & Aerospace, 0.07 million \$210 million

Conclusions

- Large market for energy harvesting applications in many verticals for many different harvesting technologies
- Significant research and investment is still needed in the areas of cost, performance, RoHS, thermal management, systems integration, manufacturing and durability.
- Stiff competition from battery technologies, both on cost and performance, not to be ignored
- Whether you're making tvs, buttons, houses, clothes, bird-cages, roads, phones, planes, trains or automobiles...
Energy harvesting and wireless sensors should interest you

For more information...

Energy Harvesting & WSN Europe, May 15-16, Berlin, Germany



CO-LOCATED



15-16 MAY 2012 BERLIN, GERMANY
MAY 14 & 17 CONFERENCE & EXHIBITION
MASTERCLASSES

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