






Segments for ARM in 2015

		Devices Shipped (Million of Units)	TAM 2010 Chips	10 ARM Share	TAM 2015 Devices	Chips/ Unit	TAM 2015 Chips	Key Growth Areas for ARM
Mobile	Smart Phone		1,200	90%	1,100	3-5	4,000	
	Feature Phone		1,900	90%	650	2-3	2,000	
	Low End Voice		570	95%	700	1-2	1,300	
	Portable Media Players		300	70%	120	1-3	250	
	Mobile Computing* (apps only)		230	10%	750	1	750	
Non-Mobile	PCs & Servers (apps only)		220	0%	250	1	250	
	Digital Camera		200	80%	150	1-2	250	
	Digital TV & Set-top-box		450	35%	500	1-4	1,200	
	Networking		750	25%	800	1-2	1,400	
	Printers		120	65%	200	1	200	
	Hard Disk & Solid State Drives		670	85%	1,100	1	1,100	
	Automotive		1,800	10%	2,200	1	2,200	
	Smart Card		5,400	6%	7,700	1	7,700	
	Microcontrollers		5,800	10%	9,000	1	9,000	
	Others **		1,800	15%	2,000	1	2,000	
Total			22,000	28%	27,000		34,000	

Source: ABI, Gartner, Semico, Instat, IDC, and ARM estimates

* Including tablets, netbooks and laptops

** Includes other applications not listed such as headsets, DVD, game consoles, etc