

**1394 INTERFACE  
MARKET FORECASTS AND  
OPPORTUNITIES 1998-2003  
STRATEGIC POSITIONING OF KEY PARTICIPANTS**

**The Impact of IEEE 1394 on:**

**Consumer electronics**

**PCs**

**Home networks**

**Embedded systems**

**Set top boxes**

**Analyzers**

**Development kits**

**Components**

**THE STUDY ADDRESSES THESE QUESTIONS:**

- **What is the impact of 400 Mb/s and higher speed interfaces?**
- **How will increased speed be used by devices?**
- **What are interesting technologies?**
- **How do companies position?**
- **What are the successful strategies?**
- **Who are the best partners?**
- **What are emerging market directions?**
- **What are the variations in consumer electronic versus PC market opportunities?**
- **What are the market driving forces for 1394**
- **How long will it take to implement 1394**
- **How will the Internet impact 1394**

# You NEED This Study

## Selected New Market opportunities:

### 1394 COMPANIES PROFILED

ADVANCED-CONNECTEK (ACON)	INTEL	SAND
ADAPTEC	IOMEGA	MICROELECTRONICS
ADVANSYS	KODAK	SCIENTIFIC-ATLANTA
ALCOR MICRO	KONICA U.S.A	SCM MICROSYSTEMS
ALPS	LEXICON	SEAGATE
A	LSI LOGIC / SYMBIOS	SILICON GRAPHICS
MD	LOGIC	SNELL & WILCOX
AMERICAN	LUCENT	STANDARD
MEGATRENDS	MATSUSHITA	MICROSYSTEMS
AOX	MAXTOR	SUN MICROSYSTEMS
CIRRUS LOGIC	MICREL	TECHNOLOGY
CRYSTAL	MICRON ELECTRONICS	RENDEZVOUS
COMPAQ	MITSUBISHI ELECTRIC	TEXAS INSTRUMENTS
COMPUTER ACCESS TECHNOLOGY	MOLEX	SPECTRON
CONCURRENT SCIENCES	NATIONAL	MICROSYSTEMS
DPS	SEMICONDUCTOR	AMATI / GO DSP
FUJITSU COMPUTER	OAK TECHNOLOGY	THOMSON
GENERAL INSTRUMENT	OKI ELECTRIC	UNIBRAIN
HARMAN	OMNEON	UNIXSTAR TECHNOLOGY
HEWLETT-PACKARD	OPTI	VIA
INTEGRATED SYSTEMS	PHILIPS	WIND RIVER SYSTEMS
INNOVATIVE SEMICONDUCTORS	PHOENIX	WINBOND
	TECHNOLOGIES	ELECTRONICS
	QLOGIC	ZAYANTE
	QUANTUM	

### REPORT OUTLINE

#### Executive summary

#### 1. 1394 Serial bus

Consumer electronics

Home networks

PCs

Connection constraints

How 1394 devices work

Advantages of serial bus

1394 features

Hub bus structure

IEEE 1394 standard

System optimization

Next-generation serial I/O

Bus management levels

Shared memory

Single connection

#### 2. 1394 Market

##### forecasts

Market growth factors

Home network use

1394 market developments

Consumer electronics

PCs

Embedded systems

Set top boxes

Internet

Analyzers

Development kits

Components

#### 3. 1394 Products

Overview

Consumer electronics

Samsung

#### Digital cameras

Kodak

DCS

Minolta

Canon

Fuji

Nikon

Seiko

Konica

#### Digital camcorders

Sony

Matsushita

Miro

Panasonic

#### Image scanners

Konica

#### Video capture

Fast Multimedia

Truevision  
 Lexicon  
**Set top boxes**  
 Scientific-Atlanta /  
 Mitsubishi Electric  
 General Instrument  
**PC and server applications**  
**Device Bay**  
 Compaq  
 Hewlett-Packard  
 Intel  
 IBM  
 Microsoft  
 NEC  
 Toshiba  
 Sun  
 HAVI  
 Apple  
 Dell  
 Adaptec  
**Disk drives**  
 Maxtor  
 Symbios  
**BIOS**  
 American Megatrends  
 Phoenix  
**Analyzers**  
 CATC  
 3A  
 Snell & Wilcox  
**Embedded Systems**

Wind River  
 Technology Rendezvous  
 Hitachi  
**Cores**  
 Phoenix Technologies  
 Sand Microelectronics  
 ST Microelectronics  
 Symbios Logic  
 HCL America  
**Components**  
 Adaptec  
 Adaptec 1394 partners  
 Texas Instruments  
 Philips Semiconductors  
 Lucent Technologies  
 Microelectronics  
 IBM  
 AMD  
 Motorola  
 Fujitsu  
 Hitachi  
 NEC  
 Unibrain  
 VLSI Technology  
**Analyzers**  
 CATC  
 Hewlett-Packard  
 3A International  
 Kenwood/Zayante  
 Synopsys  
**Design kits**

Adaptec  
 Texas Instruments  
 Skipstone  
 Philips Semiconductors  
 IBM  
**Logic modeling**  
 Synopsys / Nital  
**Connectors**  
 Molex

#### 4. Technology

**Topology**  
 Tree / Daisy chain  
**Real time and delayed**  
**Packet transmission**  
**Events detected**  
**1394 and Universal Serial**  
**Bus set to coexist**  
**Advantages of 1394**  
**Compatibility**  
**Fibre channel / SCSI**  
**Standards**  
 CEMA / DAVIC/ DVB  
**Disk drives**  
**Clock**

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 Wind River embedded  
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 National Semiconductor  
 Tool partners  
 Unibrain's 1394 products  
 Winbond Electronics

#### REPORT METHODOLOGY

This is the twenty-eighth in a series of market forecasts of communications, telecommunications, and interface products for broadband equipment. The project leaders have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. In-depth

interviews are conducted with a broad range of key vendor and user participants in the market. Opinion leaders are interviewed to determine market directions and new product features needed.

## ABOUT THE COMPANY

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care and advanced computer technology. Industry reports focus on opportunities that will expand existing markets or develop major new markets. The reports assess new product and service positioning strategies; new and evolving technologies; and technological impacts on products, services, and markets. Market shares are estimated. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

## ABOUT THE PRINCIPAL AUTHORS

**Ellen T. Curtiss**, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets and the Top Ten Telecommunications market analysis and forecasts.

**Susan Eustis**, Vice President, co-founder of WinterGreen Research, has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, CTI, PBX Systems, middleware, and of a study of Internet and Intranet markets. Ms. Eustis is a graduate of Barnard College.

### ORDER FORM

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