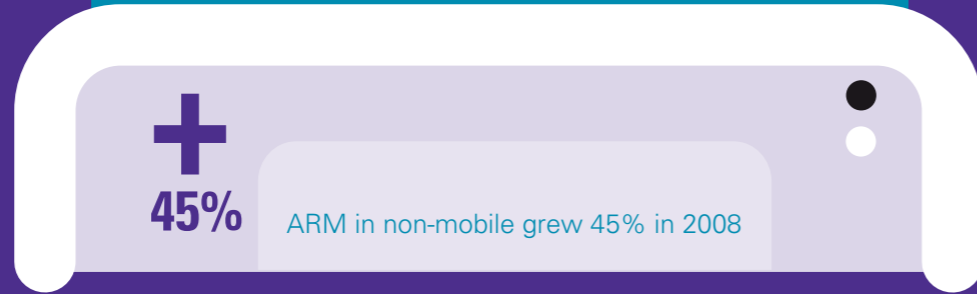
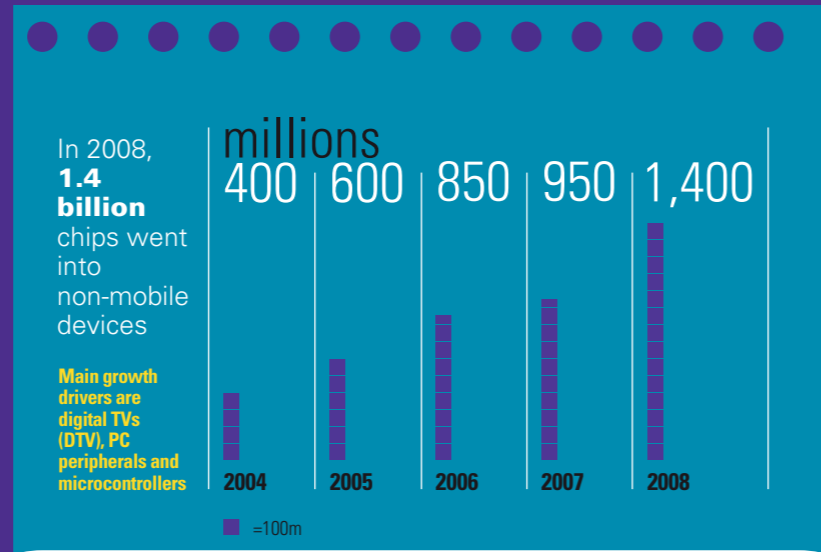


# Non-mobile: Growing market share

# 1

**How many ARM technology-based chips are shipped into non-mobile devices?**

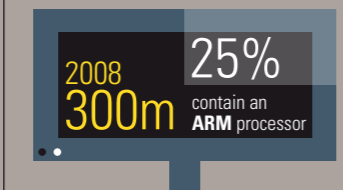


# 2

**What does the ARM processor do in a digital TV?**

The **ARM** processor manages the decoding of the digital video and audio streams and displays them on the screen. The ARM processor also displays the user interface, menus and the channel and programme listings

How many were shipped in 2008?



+50%



ARM's growth rate

+25%



Market growth rate



**FUTURE**

**Digital TVs are becoming smarter They are connecting to the internet and downloading news, sports, stock-picks and weather information**

As they can do more the remote control is becoming more like a keyboard **All these "smarts" are opportunities for ARM technology-based chips:**

- **Wi-Fi for the internet connection**
- **Microcontrollers in the remote controls**
- **ARM graphics to mix the internet content with the TV picture**



**FUTURE**

**ARM technology-based chips are increasingly used in storage devices to manage data and security, wireless communications in the home, and managing data on the internet**

# 3

**What part does ARM play in your PC?**

Your PC system at home or office will probably consist of:



Hard disk drive



Networking equipment (broadband and wireless router)



Wireless peripherals (mouse, keyboard and headset)



Printers (desktop and enterprise)

**What does the ARM processor do?**



**Hard disk drive** The ARM processor controls the writing and reading of data to and from the disk. With more data being stored on ever smaller disks, increasingly fine-grain control of the disk is needed



**Wireless peripherals** The ARM processor runs the Bluetooth protocol stack that communicates from the main computer to the wireless mouse and keyboard controllers or to the headphones



**Networking** The ARM processor runs the communications software that connects the home to the internet via Wi-Fi and broadband



**Printers** The ARM processor controls the user interface and manages the document being printed

Applications	2008 units	ARM shipments	ARM share	ARM growth
Hard disk drive	600m	320m	50%	60%
Networking	620m	130m	20%	20%
BlueTooth	1,000m	350m	35%	300%
Printers	140m	85m	60%	20%

# 4

**What is a microcontroller?**

**Microcontrollers (MCUs) are used to make everyday products a little bit smarter, so that life is easier, safer and more energy efficient**

The ARM processor is the brain inside the microcontroller. It takes inputs from sensors, quickly makes a selection about how to respond and then controls the system to implement its decision

**MCUs are used in the following:**

- Washing machines that use less energy, water and detergent
- Air-conditioning units that use less electricity
- Toys that interact and learn from their environment
- Light "switches" that are controlled centrally
- Motion sensors in burglar alarms

**How many were shipped in 2008?**

ARM's share was 10% of the 2.6bn MCUs shipped

ARM's growth rate 90%

Market growth rate 10%



**FUTURE**

**More products around the home are incorporating microcontrollers to make them safer, more energy efficient and easier to use**



Medical sensors monitor blood in diabetics and warn if sugar level is low



Intelligent cars prevent batteries from running flat when lights have been left on



Energy monitors reduce household energy consumption