

# Mask/Reticle Equipment Turning-Points Forecasts

This forecasting service predicts the major changes in direction of demand for the Mask/Reticle Equipment segment, and alerts the industry of an impending recession or recovery.

## Monthly Subscription Deliverables:

- **19-month forecast horizon of Worldwide Mask/Reticle Equipment Revenues**
- Regional forecasts for: North America, Europe, Japan, Korea, Taiwan, and ROW
- Personal email Alert of an impending turning point
- Statistics:
  - Segment's actual Bookings and Billings – current and historical
  - Segment's Book-to-Bill ratio, compared to the Wafer processing B-t-B.
  - Semiconductor equipment industry bookings data, broken out by CVD, Etch, Lithography, and Wafer Process
  - Up-to-date Worldwide Fab Capacity, Utilization, and Utilized Capacity, broken out by line width, including 8" and foundry category data.

## Competitive Advantage:

- Optimize **manufacturing load** with fewer adjustments (forecasts aren't modified retroactively)
- **Manage inventory** to increase turns and eliminate write-offs
- **Plan capacity** more accurately
- Manage business **based on facts** (forecasts exclude opinions and extrapolations)
- Purely Quantitative Forecast Model (\*)
- Top-down forecast to counterbalance other sources

**In addition**, we assist you in the implementation of the forecasts through the initial analysis of your data, regular updates to that analysis, unlimited phone and email support, and a unique **6 month money back guarantee period**.

## Consider also:

To obtain a more complete view of the future of the IC industry, consider our base service, the **IC Revenues Cycle Forecast**. It presents a rolling **19-month horizon** of the Underlying Demand for Worldwide IC consumption, forecasts for North America, Europe, Japan, and Asia-Pacific, and our exclusive IC Recovery Index. In addition you will benefit from our analysis and interpretation which appear only in this service.

## (\*) Unique Methodology

**Advanced Forecasting's** forecasts for the Semiconductor, Semiconductor Equipment, Materials, Components, and Wafers are based on monthly measurements of economic factors, and the interactions among them, influencing the consumption of ICs through the purchasing behavior of individuals and companies who buy end-equipment products (i.e., computers, communications equipment, automobiles, etc.). To avoid human opinion and extrapolation, we do not use industry consensus and surveys of industry managers as input to our models.

**For more information, please contact:**

Rosa Luis

*Director of Marketing and Sales*

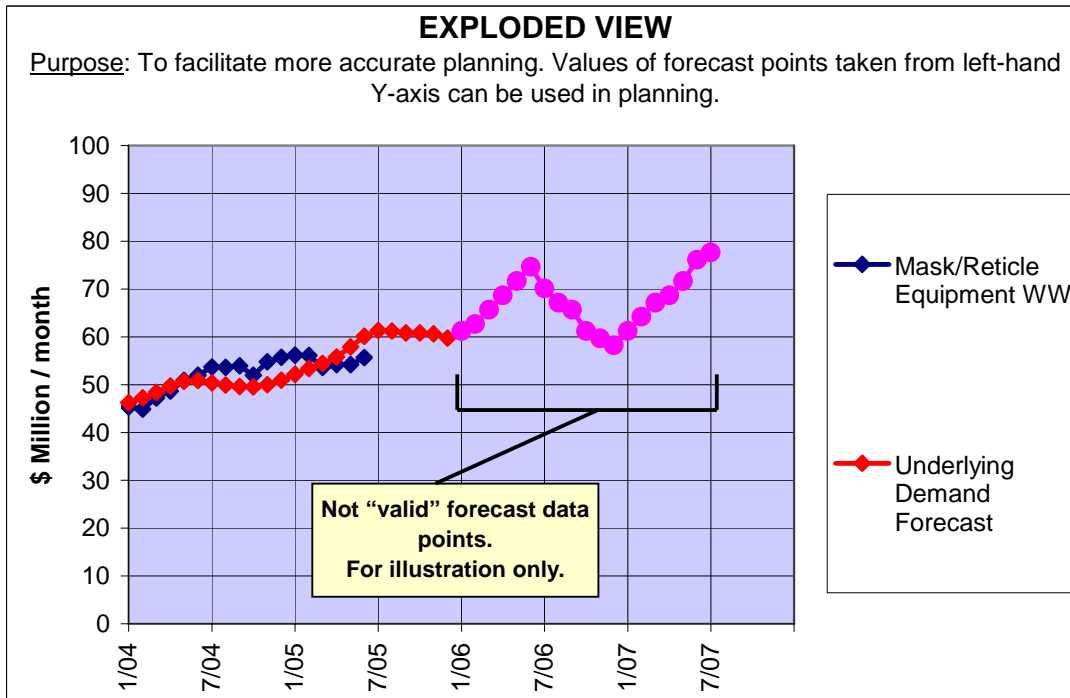
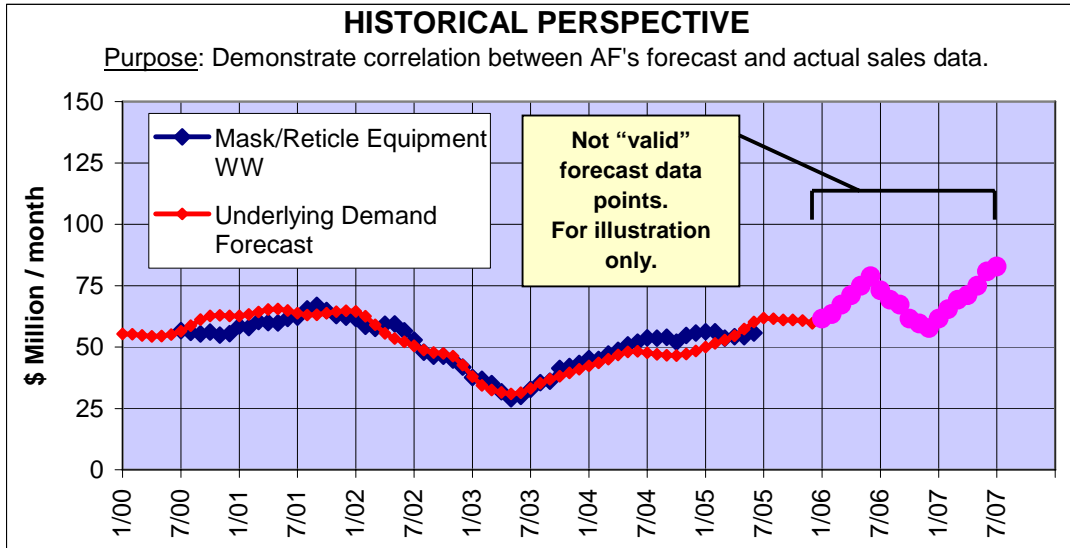
Phone: 408.725.2964

Email: [rosal@adv-forecast.com](mailto:rosal@adv-forecast.com)

# 1. Mask/Reticle Equipment WW Billings (\$M) Turning Points Forecast 19 Month Rolling Horizon

SAMPLE

SAMPLE



**Notes:**

1. The Exploded View may be changed slightly from the Historical Perspective in order to obtain the best fit for the last 18-24 months.
2. To eliminate seasonality, industry sales data are smoothed via a 12-month moving average.