

PC Logic Chip Sets--Competitive Analysis

MARKET SHARE ANALYSIS

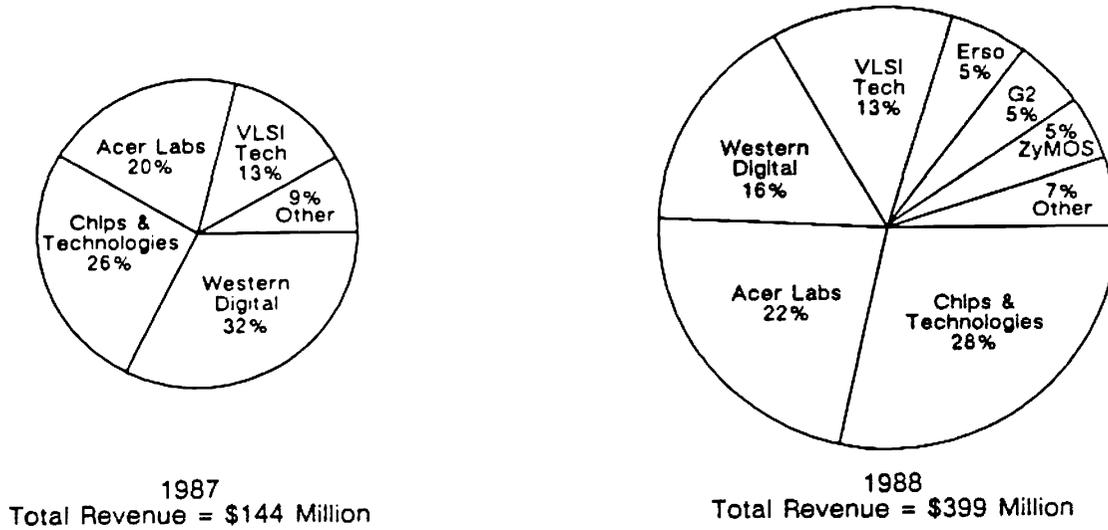
The market share data tables and figures for PC logic chip set vendors for 1987 and 1988 are organized as follows:

- Figure 1 Estimated PC Logic Chip Set Revenue Market Share by Manufacturer
- Table 1 Estimated PC Logic Chip Set Revenue, Market Share, and Rank
- Figure 2 Estimated PC Logic Chip Set Unit Market Share by Manufacturer
- Table 2 Estimated PC Logic Chip Set Unit Market Share and Rank
- Figure 3 Estimated PC Logic Chip Set Unit Market Share by Manufacturer for PC XT Bus
- Figure 4 Estimated PC Logic Chip Set Unit Market Share by Manufacturer for PC AT Bus
- Figure 5 Estimated PC Logic Chip Set Unit Market Share by Manufacturer for MCA Bus
- Table 3 Estimated PC Logic Chip Set Unit Market Share and Rank by Bus Architecture

PC Logic Chip Sets--Competitive Analysis

Figure 1

Estimated PC Logic Chip Set Revenue Market Share by Manufacturer



0003948-1

Source: Dataquest
June 1989

PC Logic Chip Sets--Competitive Analysis

Table 1

**Estimated PC Logic Chip Set Revenue, Market Share, and Rank
(Millions of Dollars)**

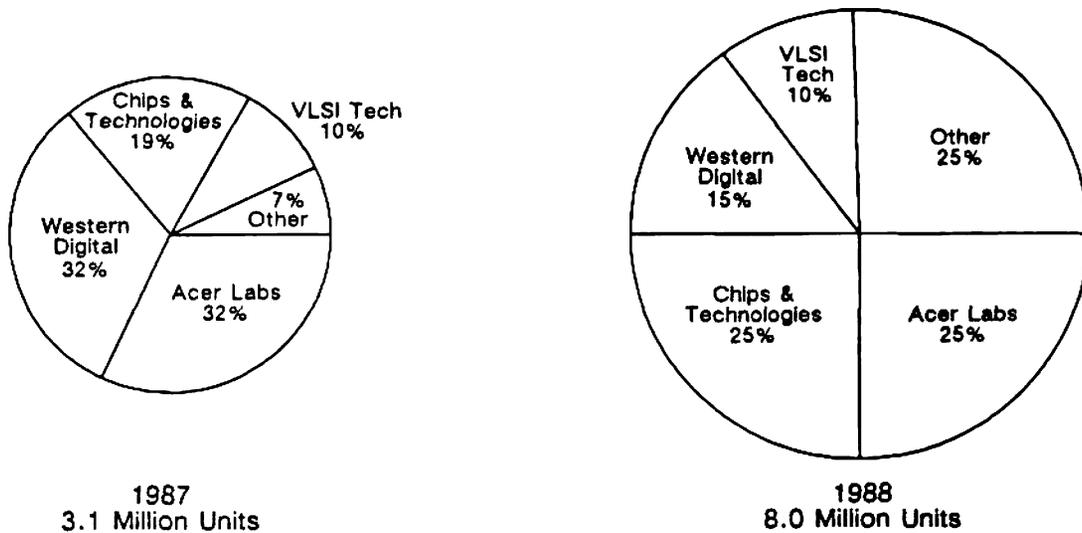
<u>Rank</u>		<u>Vendor</u>	<u>1988</u>		<u>1987</u>	
<u>1988</u>	<u>1987</u>		<u>Revenue</u>	<u>Share</u>	<u>Revenue</u>	<u>Share</u>
1	2	Chips and Technologies	\$112	28.1%	\$ 37	25.7%
2	3	Acer Laboratories	86	21.5	29	20.2
3	1	Western Digital	63	15.7	46	31.9
4	4	VLSI Technology	50	12.6	18	12.5
5	N/A	G2	19	4.8	N/A	0
6	5	ERSO	19	4.7	5	3.5
7	6	ZyMOS	18	4.5	4	2.8
		Other	<u>32</u>	<u>8.0</u>	<u>5</u>	<u>3.5</u>
		Total	\$399	100.0%	\$144	100.0%

N/A = Not Available

Source: Dataquest
June 1989

Figure 2

Estimated PC Logic Chip Set Unit Market Share by Manufacturer



0003948-2

Source: Dataquest
June 1989

PC Logic Chip Sets--Competitive Analysis

Table 2

Estimated PC Logic Chip Set Unit Market Share and Rank

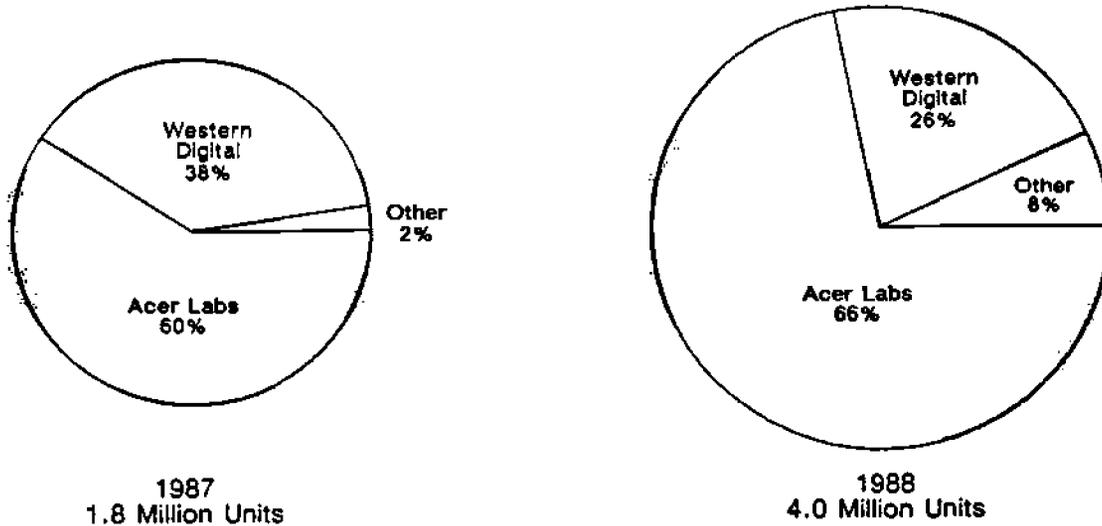
<u>Unit Share Rank</u>		<u>Vendor</u>	<u>1988</u>	<u>1987</u>
<u>1988</u>	<u>1987</u>		<u>Share</u>	<u>Share</u>
1	2	Chips and Technologies	25.2%	19.1%
2	1	Acer Laboratories	24.7	32.1
3	1	Western Digital	14.8	32.1
4	3	VLSI Technology	9.9	9.6
5	5	ZyMOS	6.3	3.1
6	4	ERSO	4.9	3.2
7	N/A	G2	3.8	N/A
		Other	<u>10.4</u>	<u>0.8</u>
		Total	100.0%	100.0%

N/A = Not Available

Source: Dataquest
June 1989

Figure 3

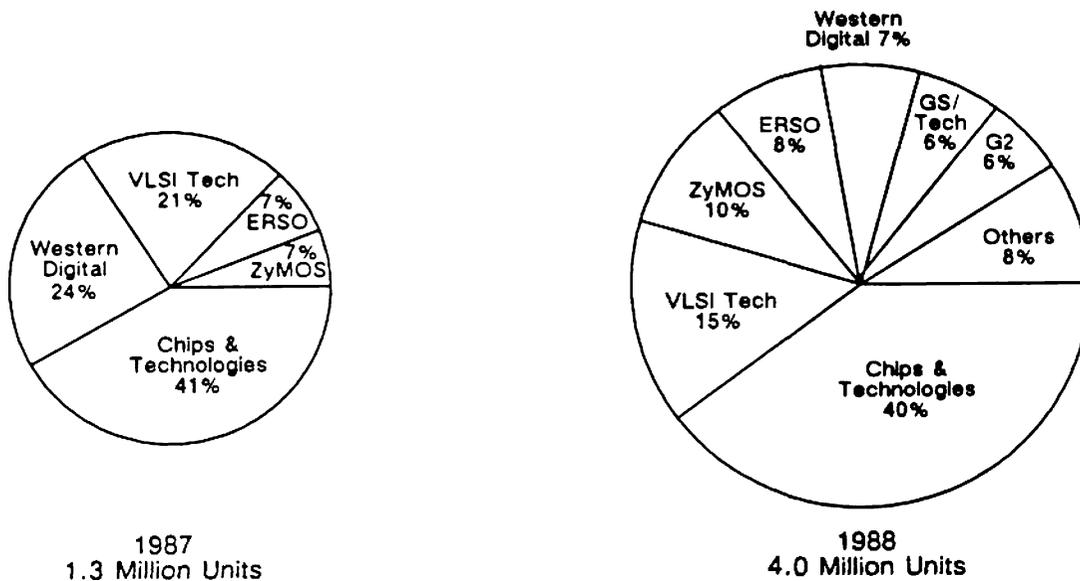
Estimated PC Logic Chip Set Unit Market Share
by Manufacturer for PC XT Bus



PC Logic Chip Sets--Competitive Analysis

Figure 4

Estimated PC Logic Chip Set Unit Market Share
by Manufacturer for PC AT Bus



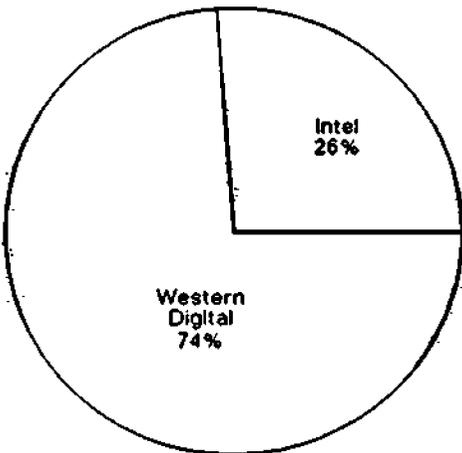
0003948-4

Source: Dataquest
June 1989

PC Logic Chip Sets--Competitive Analysis

Figure 5

Estimated PC Logic Chip Set Unit Market Share
by Manufacturer for MCA Bus



1988
60,000 Units

0003948-5

Source: Dataquest
June 1989

PC Logic Chip Sets--Competitive Analysis

Table 3

Estimated PC Logic Chip Set Unit Market Share and Rank
by Bus Architecture

<u>Bus</u>	<u>Unit Share Rank</u>		<u>Vendor</u>	<u>1988</u>	<u>1987</u>
	<u>1988</u>	<u>1987</u>		<u>Share</u>	<u>Share</u>
PC XT	1	1	Acer Laboratories	66.2%	59.7%
	2	2	Western Digital	26.4	38.8
			Other	<u>7.4</u>	<u>1.5</u>
Total				100.0%	100.0%
PC AT	1	1	Chips and Technologies	40.3%	41.3%
	2	3	VLSI Technology	15.1	20.8
	3	5	ZyMOS	10.1	6.6
	4	4	ERSO	7.9	6.9
	5	2	Western Digital	7.1	24.3
	6	N/A	GS Technology	5.9	N/A
	7	N/A	G2	5.7	N/A
		Other	<u>7.9</u>	<u>0.1</u>	
Total				100.0%	100.0%
Micro Channel	1		Western Digital	74.1%	
	2		Intel	<u>25.9</u>	
Total				100.0%	

N/A = Not Available

Source: Dataquest
June 1989