

GREAT AMERICAN GROUP ADVISORY & VALUATION SERVICES

Technology Monitor June 2011 - Volume 2

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Introduction

Welcome to the June 2011 issue of the *Technology Monitor* from Great American Group Advisory & Valuation Services (“GA”). This publication will provide you with market value trends for a variety of segments within the technology industry. The enclosed information is based on a composite of our monitoring within the industry, including publications, contacts with industry personnel, liquidation experience, and our continuing appraisal experience.

Due to the volatile nature of the industry’s technologies and products, timely reporting is necessary to understand an ever-changing marketplace. GA strives to contextualize important indicators in order to provide more in-depth perspective of the market as a whole.

In this issue of the *Technology Monitor*, we have included discussions of a range of industry segments, including telecommunications, computers, semiconductors, and information technology (“IT”), among others, and their relation to the valuation process. GA provides our customer base with a concise document highlighting the technology industry. Please feel free to utilize our contact information shown in this and all *Technology Monitor* issues. GA welcomes the opportunity to make our expertise available to you in every possible way.

Trends in Recovery Values

Since the last *Technology Monitor* was released in February 2011, GA has witnessed average recovery value increases of one to four points in the technology industry, when compared to figures from 2010. Inventory aging and weeks of supply are particularly significant determinants in GA’s analyses of products within the industry, which evolves quickly, with innovation potentially coming at any time that can influence the market.

Trend Tracker

NOLVs: **Increasing**

Sales Trends: **Increasing**

Gross Margin: **Flat**

Inventory: **Mixed**

Pricing: **Mixed**

Innovation can render certain products obsolete. Market saturation is also an important consideration, as products have less appeal if they are already commonplace.

GA internally tracks pricing and recovery ranges for a wide range of technological and electronic products, as well as retail and distribution trends in the industry, but we are mindful to adhere to your request for a simple reference document. Should you need further information or wish to discuss recovery ranges for a particular segment, please feel free to contact your GA Business Development Officer.

ABOUT GREAT AMERICAN GROUP

Great American Group is a leading provider of asset disposition solutions and valuation and appraisal services to a wide range of retail, wholesale and industrial clients, as well as lenders, capital providers, private equity investors and professional services firms. In addition to the *Technology Monitor*, GA also provides clients with industry expertise in the form of monitors for the metals, building materials, automotive, food, and chemicals industries, among many others.

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EXPERIENCE

GA was involved in the liquidation of numerous technology and electronics-related companies, including Circuit City, Diva Systems, MPC Computers, Pioneer Electronics, Mitsubishi Wireless, Tranax Technologies, Pegasus Communications, Amp'd Mobile, Pacific Title Studio, and Arthur Andersen (HQ Technology), which affords GA with a familiarity as to the nature of products and the industry. Additionally, GA has appraised myriad technology companies serving a wide range of functions. GA's extensive list of appraisal experience includes:

- A supplier of technology products and services to businesses, government agencies, educational institutions, and healthcare providers, with locations throughout the U.S. and generating over \$6 billion in annual sales;
- A worldwide distributor of cellular phones and wireless products and services to the wireless and telecommunications industry, operating facilities in more than 45 countries worldwide and achieving over \$1 billion in annual sales;
- A worldwide manufacturer and distributor of digital power supplies, power systems, and industrial controls, including AC/DC switching power supplies, battery chargers, rectifiers, and interconnect devices;
- A manufacturer of custom electronics for OEMs, including microprocessor-based systems, transducers, printed circuit boards and assemblies, sensors, and electromechanical devices utilized in aerospace, medical instruments, government devices, and components for gaming equipment and other industrial applications;
- A distributor of high-end, customized, in-wall, and weather-resistant speakers;
- A national distributor of consumer electronics and computer equipment that achieves over \$700 million in annual sales, servicing retailers, catalog and mail order companies, rent-to-own companies, national office product retailers, TV shopping networks, and wholesale clubs;
- A provider of repair, refurbishment, and other services for information technology products to companies across the U.S.; and
- A designer and manufacturer of global positioning satellite units with locations and operations across the globe.

In addition to our internal personnel, GA maintains contacts within the technology industry that we utilize for insight and perspective on recovery values.

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OVERVIEW

The first quarter of 2011 saw some strong performances in the technology industry, thanks to consumer demand for new, innovative products, such as tablets and smartphones.

However, the demand for such products has resulted in a pullback for older, more traditional technologies. Products approaching obsolescence or market saturation led declines over the quarter.

According to technology research firm Gartner, Inc. (“Gartner”), personal computer shipments within the U.S. declined 6.1% during the first quarter of 2011 compared to the first quarter of 2010. However, 2011’s overall computer sales are projected to experience 4.2% year-over-year growth.

Emerging and improving technologies are credited by analysts as the driver behind the recent drop-off in some technology sectors. But the new technologies are far from being industry liabilities. Instead, the technologies, in particular tablet computers and smartphones, promise future growth opportunities as consumers abandon outdated products and adopt the new technologies. For instance, though U.S. consumers purchased fewer computers in the last quarter, domestic demand has been growing for innovative products, such as Apple, Inc.’s (“Apple”) iPhone and Google Inc.’s (“Google”) Android software for smartphones. A new market is expected to grow in the coming years for mid-tier smartphones, as the devices become more affordable for consumers and technology expands. In particular, the increasing availability of 4G data-transmission technology, which allows wireless communications devices to transmit data at high speeds, is expected to spur demand.

Recent developments have also been a positive for manufacturers of the infrastructure that is powering the new technology. New infrastructure as well as upgrades to existing infrastructure are required to ensure 4G technology operates efficiently. Some technology analysts compare the current wireless infrastructure boom to the one seen in 1996, when networks were upgraded from analog to digital technology.

Cloud computing, which allows companies to access programs and data via remote servers, is another promising technology. Cloud computing requires infrastructure to be built elsewhere. In contrast, the government market for IT in 2011 will not be highly profitable, according to industry analyst Forrester Research, due to budgetary issues.

New technologies also have the potential spur growth in the consumer electronics segment. According to technology industry research firm DisplaySearch, manufacturers increased shipments of LCD and LED 3D television panels, which are used in 3-D televisions, by approximately 1.9 million units in the first quarter of 2011. That figure is up 104% compared to the fourth quarter of 2010. The shipments indicate increased market penetration by the new technology.

In contrast, though LCD televisions were popular in 2010, with year-to-year sales up 21% from 2009, only 3% growth is predicted in 2011. Plasma television sales, meanwhile, are expected to fall 1% in 2011. Nonetheless, the market penetration of 3D television is calculated at just under 4%, far below the traditional technologies.

RECENT APPRAISAL TRENDS

Telecommunications

Overall, GA has witnessed relatively stable recovery values within the telecommunications industry. Inventory mix and inventory aging continue to be significant factors due to the rapidly evolving nature of the sector.

Aging for companies involved in telecommunications was a significant driver behind GA’s liquidation assumptions and levels of customer participation. Newer inventory consistently recovered the most favorably, while aged inventory experienced significant lower recovery values.

Obsolescence is generally a concern for distributors of products that rely on current technology, as technological advancements may result in products becoming outdated.



Even products that are relatively new and sophisticated can fall out of favor with consumers if a new, improved product is introduced.

RECENT APPRAISAL TRENDS

A recent trend in the telecommunications sector is the adoption of LTE and 4G networks. The adoption of the faster data-transfer technologies will greatly enhance the capabilities of smartphones and other communication devices. The formats could become the primary measure by which wireless carriers and cell phones are evaluated, especially as the public becomes increasingly used to accessing the internet at high speeds on mobile devices.

However, the new technology will also shorten the life cycles of cell phones, various types of hardware, and infrastructure, resulting in lower recovery values as these items become undesirable or impractical for consumers. Cell phones without certain features such as web-browsing capabilities are already being pushed out of the marketplace.

Consumer Electronics

Recovery values for consumer electronics have recently increased between one and four points. Factors that affect appraisals for telecommunications equipment, including weeks of supply and inventory mix, are also important considerations when it comes to appraising consumer electronics. Therefore, prime inventory expected to have continued relevance in the marketplace experiences higher recovery values. The ability of companies to manage inventory levels to keep numbers of obsolete product units at a minimum is important in the ever-changing sector.

According to the Consumer Electronics Association (“CEA”), worldwide spending on consumer electronics was up 13% in 2010, to \$873 billion worldwide, a recovery from a 9% slump in 2009. The U.S., meanwhile, realized a 10% sales increase in 2010. The CEA predicts a strong year for consumer electronics in 2011, with worldwide electronics sales increasing another 10% to \$964 billion. Growth is expected in both developed nations and emerging economies. Some technology sectors are predicted to fare better than others, however.

Market saturation, as well as competition from multi-use media devices such as tablet computers and smartphones, are putting downward pricing pressure on single-function digital devices, such as DVD players, MP3 players, and digital cameras. This has resulted in declining recovery values for such single-use devices, with more declines expected in the future.

Sales of smartphones, meanwhile, finished strong in the first quarter of 2011, with sales expected to increase. Worldwide mobile communication device sales totaled 428 million units in the first quarter of 2011.

That amounts to an increase of 19% from the first quarter of 2010, according to Gartner. Smartphones led the way, with an 85% year-on-year sales increase, to make up approximately 25% of the total sales.

Tablet computers are increasing in popularity due to their portability and multimedia functions and appear to also be affecting sales of traditional laptops and desktop computers. For instance, the world’s largest computer supplier Hewlett-Packard’s personal computer sales for the first quarter of 2011 fell 23% compared to the first quarter of 2010, just before Apple’s iPad and similar tablets hit the market. Analysts say such tablets have revolutionized the industry and will only become more popular in the coming years. If the predictions hold true, recovery values for desktop computers and traditional laptops will decrease. However, GA’s recent appraisal figures show a nearly two-point increase in liquidation value for desktop computers and laptops due to a decrease in weeks of supply, improved overall economic conditions, and positive manufacturing trends.

Though 3D television has yet to become widespread, increased manufacturers’ shipments of panels used in the devices in the first quarter of 2011 indicate growth. 3D television panel shipments are up 104% compared to the fourth quarter of 2010, according to DisplaySearch. The emergence of 3D television technology that doesn’t require users to wear special glasses is expected to add to the technology’s appeal. Should 3D televisions become the industry norm, GA expects that a more substantial fallout in recovery values will occur with regard to competing television models, such as LCD and plasma television sets. In addition, should the glasses-free 3D televisions become popular, recovery values for existing 3D televisions could be impacted. So far in 2011, television recovery values are flat.

IT and Networking

Historically, electrical subassemblies, such as hard drives, control panels, and displays; and generic electrical components, such as PC boards and integrated circuits, have recovered at the highest rates, while more customized assemblies, parts, and components have experienced lower values. Generic components, in particular, recover well, as they maintain wide appeal across a number of industries and can be sold into numerous channels during a liquidation. Many circuit board manufacturers are contract manufacturers. Products built to customer specifications maintain a high liquidation value through existing channels.

Monitoring Points

Monitoring Point	Impact
Monitor technological obsolescence of inventory and inventory aging.	In such a volatile market, aged inventory may also represent obsolete technology or technology that is no longer applicable to the marketplace. As new technologies are being continuously introduced to the marketplace, technologically obsolete items would no longer be popular and would be less marketable during a liquidation scenario.
Monitor weeks of supply.	Inventory segments with elevated weeks of supply on-hand, particularly non-prime inventory that may contain outdated technology, typically recover lower than categories with low weeks of supply, as they can require increased discounting to sell through the inventory.
Monitor market saturation, acquisition costs, and selling price.	With so many similar products on the market, price competition is an important factor in consumers' purchasing decisions, particularly considering the value-driven consumer purchasing habits amplified by the economic downturn.

PRICING TRENDS

Telecommunications

The telecommunications industry is experiencing major growth, as consumers in developed nations upgrade to smartphones, while increasing numbers of consumers in emerging economies are adopting cell phones due to low-cost providers making pricing plans low enough to be affordable for many in such areas.

First quarter 2011 figures indicate that mobile handset units sold by the world's eight largest telecommunications vendors increased by an average of approximately 43% compared to the first quarter of 2010. HTC Corporation ("HTC") and Apple led the way, with unit sales increases of 194% and 131%, respectively. Nokia Corporation ("Nokia"), meanwhile, remained by far the largest vendor of cell phones, with approximately 109 million units sold in the first quarter of 2011, 12 times more than HTC's sales and nearly six times more than Apple's. However, Nokia's year-over-year sales increase was just 1%.

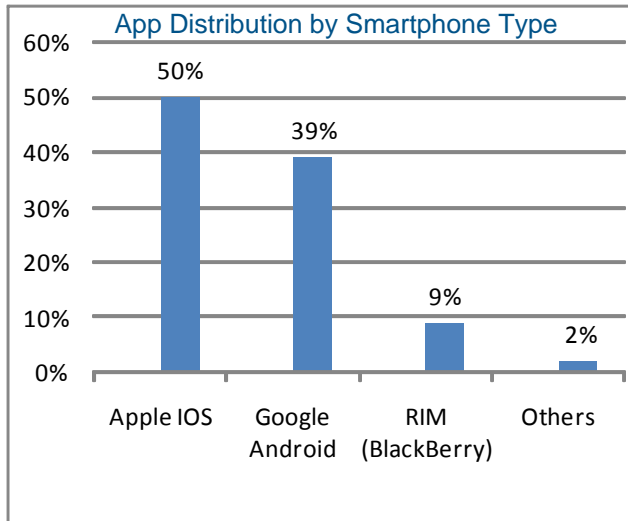
But although cell phones and smartphones are proving to be a boon for the telecommunications sector, a traditional revenue source — landlines — are being hurt by the newer technology.



Landline subscriptions are decreasing as cell phones replace them. The International Telecommunications Union ("ITU") estimates that global landline numbers are below 1.21 billion, down from 1.27 billion at the end of 2008. Increasing competition and rising production efficiency have reduced the costs of both cell phones and equivalent pricing plans, though some subscribers are paying more due to new features offered. It is unclear how proposed mergers will affect price plans. The ITU reports that the growth rate for cell phones will eventually decline as market saturation nears.

PRICING TRENDS

The popularity of smartphones, most notably Apple's iPhone, has spawned an entirely new market for smartphone "apps," software programs used for a variety of purposes, from gaming, to social networking, to accounting. According to IBISWorld, over 5.6 billion apps have been downloaded to date and the apps industry will grow to \$32 billion by 2014, up from 2010's \$7.0 billion. The popularity of apps is expected to further spur demand for smartphones.



Computers

Though the PC segment was a top performer in 2010, it experienced a slight pullback in the first quarter of 2011. Global personal-computer shipments unexpectedly fell 3.2% in the first quarter as businesses and consumers held off on buying new machines as focus shifted to tablet computers, according to market research firm International Data Corporation ("IDC"). The firm points to slower-than-expected commercial growth in the first quarter, challenges in the consumer market, extended PC lifetimes, and a "lack of compelling new PC experiences" for the decline. In addition, competition from tablets cut into traditional computer sales.

According to Gartner, worldwide personal computer shipments in the first quarter of 2011 totaled 84.3 million units, a 1.1% decline, compared to the first quarter of 2010. The decline was the first in six quarters. However, a bright spot for the computer sector has been sales of tablets, which have been increasing each quarter since 2010 and are expected to make up an increasingly larger share of computer sales. Gartner predicts Apple's iPad will lead the way, capturing 69% of all tablet sales this year, though that figure is down from 82% in 2010. By 2015, Gartner predicts Apple will still lead the way with 47%.

Future computer sales in emerging markets are expected to be particularly robust, particularly for mobile computers. Sales of technology products are likely to increase in the future as more people in emerging economies enter the middle class. The economies of China and India are experiencing respective gross domestic product ("GDP") growth rates of 9.1%, approximately three times higher than the U.S.'s GDP growth.

Not all new superior computing technology is experiencing immediate success in the marketplace, however. In spite of all its merits, such as faster load times, smaller size, and durability, solid-state drive ("SSD") technology is not being adopted as readily as manufacturers and wholesalers had hoped. High prices compared to traditional mechanical hard drives have kept consumers from adopting the technology en masse. However, SSD prices are predicted to fall in 2011 and Gartner forecasts a big year for SSD in 2012. SSD prices will decline in the coming months as consumers demand more storage capacity in their computers and other devices. The average selling price of SSD will decline 30% this year and 36% in 2012, according to Gartner.

Home Entertainment

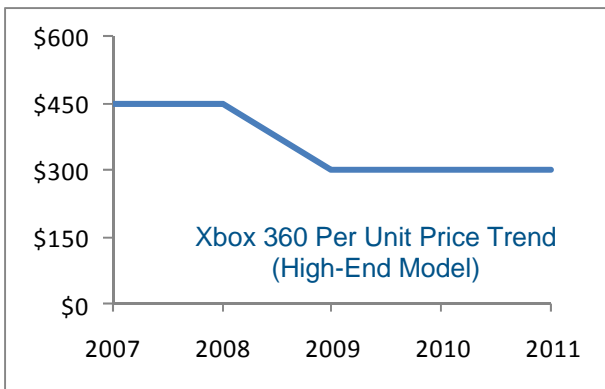
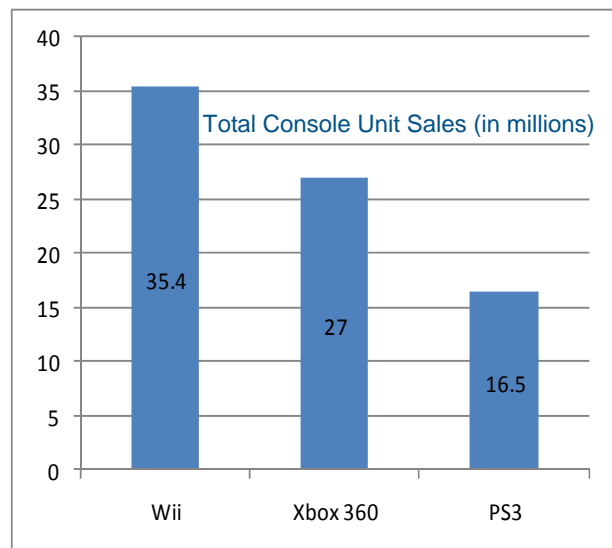
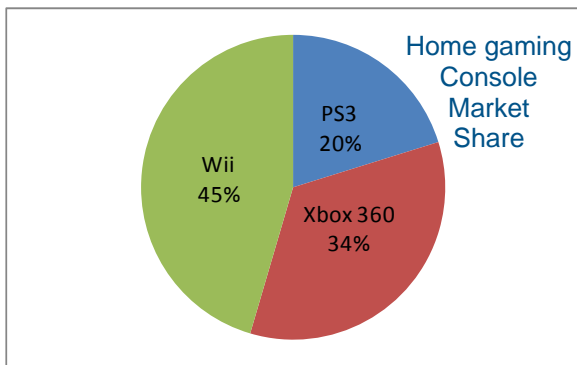
The recent recession hurt this sector from 2007 to 2009, with consumer spending dropping off significantly during that period. Many consumers instead held off on purchases and even substituted some of this sector's devices with alternatives such as smartphones and computers. Challenges also included rapidly evolving technology, import competition, and falling selling prices, which added to the sector's bleak outlook. However, revenue rebounded in 2010 and is improving further, though at a lesser rate, in 2011.

LCD televisions were popular in 2010, with sales up significantly compared to 2009. However, only 3% growth is predicted in 2011. Plasma television sales, meanwhile, are expected to fall 1% in 2011. Though 3D television has not been widely adopted by consumers, industry analysts predict further market penetration by the new technology in 2011.

A recent report released by the Digital Entertainment Group notes that though consumer spending on home entertainment was down in the first quarter of 2011, compared to the first quarter of 2010, Blue-ray disc sales were up 10%, while sales of Blue-ray players were up 13%, which, analysts say, indicates that consumers are replacing old DVD players with Blue-ray consoles. Blue-ray players are now available to a wider array of consumers due to increasing affordability.

PRICING TRENDS

Compared to their introductory prices, the price of the three primary home gaming consoles — Sony’s PlayStation 3 (“PS3”), Microsoft’s Xbox 360, and Nintendo’s Wii — have decreased significantly. Market research firm NPD reports that year-over-year console sales are up 12%, with the gaming sector seeing three consecutive months of sales growth. The Xbox 360 and PS3 realized sales increases, while the Wii’s sales have decreased significantly. According to NPD, the Xbox 360 was the top-selling console in April, making it the top-seller for 10 of the past 11 months. Microsoft credits its new motion-sensing controller, the Kinect, for the Xbox 360’s sales success. Nintendo, whose Wii is the top seller of the three current consoles, released details about a new forthcoming console, the Wii U, in June 2011.



Semiconductors

According to the Semiconductor Industry Association (“SIA”), global chip sales increased approximately 9% in the first quarter of 2011, compared to the first quarter of 2010, to approximately \$76 billion. Sales were bolstered by growing consumer demand for cutting-edge electronic devices such as smartphones and tablets. Sales grew most sharply in the U.S., while the rate was the slowest in Japan due to the March 2011 tsunami, which disrupted business.

Sales figures for the first quarter of 2011 are 0.5% higher than the fourth quarter of 2010. Last year was a comeback year for semiconductors, which experienced a steep sales decline in 2008 and 2009 as consumers held off on discretionary spending due to the economic downturn. The sector realized \$298 billion in sales, an increase of approximately 32% over 2009’s figures. Demand for smartphones and tablets were also responsible for the prior sales increase. Semiconductors are primarily manufactured in Asia.

PRICING TRENDS



Biometrics

Biometric authentication technology is increasingly becoming the preferred method to prevent identity fraud at financial institutions and corporate and government data breaches. The biometrics sector is focused on the development of automated personal identification methods based on behavioral and physiological characteristics, such as facial structure, fingerprints, hand geometry, handwriting, voice, and even vein patterns. Biometrics is typically integrated with other security technologies, including identification cards, encryption keys, digital signatures, and electronic identification checks. The U.S. Department of Homeland Security, a major user of biometrics technology, is seeking \$57 billion for its fiscal year 2012 budget, a slight increase.

Information Technology

Cloud computing allows companies to utilize programs and access data that are stored off-premises. Programs and data are stored at a remote location generally managed by a third party. Cloud computing is being hailed both as an opportunity for growth in the IT sector and a way for companies to reduce IT costs. Gartner predicts that cloud computing will prove to be revolutionary, though it warns cloud computing could initially come with unexpected costs as the technology is perfected. Cloud computing requires fast connection speeds, with infrastructure upgrades necessary nationally before it becomes an industry standard.

In June 2011, Apple brought the trend to private computer users when it unveiled a new service called iCloud, which allows users to store documents, photos, and music online. For a fee, users can sync all of their Apple devices, such as the iPhone and iPad, to the new online service.

According to Gartner, global IT spending will reach \$3.6 trillion in 2011, a 5.6% increase over 2010's numbers.

Green Energy/Clean Technology

Venture capital for renewable energy projects worldwide decreased in the first quarter of 2011, compared to numbers from the fourth quarter of 2010. According to Bloomberg New Energy Finance ("Bloomberg"), global clean energy investment declined to approximately \$31 billion in the first quarter, the lowest level in two years. Falling natural gas prices and a slowdown of government subsidies in Europe contributed to the slowdown.

Nonetheless, over the long-term analysts predict growth in the industry over the next five years due to government incentives such as tax credits, favorable market conditions, and an increasing awareness about the potential for climate change. Rising oil prices, should that trend continue, will also attract investment. In addition new green technology, as well as improvements to existing technology, could also lure venture capital. Wind, solar, biofuel, and geothermal power are among the most popular green-energy technologies.

China has recently surpassed the U.S. in the global renewable energy market and is currently the world's leader in clean energy investment.

Biotechnology

The biotechnology sector deals with the technological application of biological systems, living organisms, and derivatives of organisms to create or modify products and processes for human utilization. The envisioned common uses for such products include the prevention and treatment of disease, and nutritional supplementation.

The aging Baby Boom generation — a large population group made up of those born between 1946 and 1964 — as well as healthcare reform in the U.S. are expected to provide a boon to the pharmaceutical industry. Baby Boomers will be reaching retirement age over the next two decades, with most of them retiring this decade. In addition, with healthcare reform enabling more consumers to gain prescription drug coverage, pharmaceutical and medicine manufacturers are poised to benefit. Significant growth is expected for generic drugs, as patents expire and more people have access to medical care. Issues to watch in the sector in 2011 and beyond include proposed regulations, and legal battles over drug patents and stem cell research.

PRICING TRENDS



Nanotechnology

Nanotechnology is a relatively new science that utilizes materials as small as molecules and atoms. It is a quickly expanding field with potential uses in medicine bioscience, technology and cosmetics.

End-users of nanotechnology include electronics manufacturers, chemical firms, cosmetics firms, pharmaceutical companies, packaging companies, auto manufacturers, and clothing manufacturers.

Among the potential uses of nanotechnology are the placement of nanomaterials in sunscreen to increase its effectiveness and using them to seek out drug-resistant germs in a person's bloodstream. The latter example is already being researched by IBM Corp. Bloomberg reports that IBM engineers claim to have created nanoparticles 50,000 times smaller than the thickness of a human hair that can destroy the cell walls of drug-resistant bacteria. The structures then degrade.

The nanobiotechnology market is expected to reach \$29.7 billion by 2015. Nanotechnology has been increasingly penetrating many industries, among them the biotech market, as the properties of nanomaterials allow for enhanced performance in encapsulation and release of drugs, as well as increased usage in imaging applications.

Market researcher Piribo Ltd. identifies the medical sector as the dominant market for nanomaterials, as applications such as drug delivery and microbicides continue to develop. In 2010, sales into the medical sector totaled \$19.1 billion, and this is projected to reach \$20 billion by 2015. Piribo additionally identifies DNA sequencing as a potential market to spur growth in the nanotechnology industry.

Aerospace

The aerospace industry continued to perform well in the first quarter of 2011, as the industry's recovery mirrored that of the overall economy. However, a number of factors posed challenges to the industry's growth, including: unexpected shocks due to uprisings in the Middle East and the tsunami in Japan; rising oil prices that reached approximately \$107 per barrel by the end of the first quarter of 2011; and rising steel and aluminum prices. However, an increase in manufacturing activity and a drop in the unemployment rate to under 9% helped offset the challenges.

Industry experts expect improving economic conditions in emerging economies to provide future growth opportunities for the aerospace industry. According to JP Morgan Chase & Co., China accounted for 20% of deliveries from The Boeing Co. and Airbus SAS, and is project to remain a top client for the two companies for at least the next two decades.

According to the U.S. Aerospace Industries Association's ("AIA") *2010 Year-End Review and Forecast*, the aerospace industry experienced record sales of \$216.5 billion in 2010. In particular, strength was witnessed in the military aircraft segment, while declines were noted in commercial aircraft sales. Overall in 2011, the AIA expects the US aerospace industry to experience 1.3% sales growth to approximately \$219.2 billion.

The space sector is expected to remain flat over the course of 2011 with sales steady at \$45.5 billion, according to AIA's projections. Through 2015, NASA's budget is expected to increase at a rate of 2.5% annually, as growth in the commercial space sector will spur increased investment. However, with the cancellation of NASA's shuttle program, questions remain about the viability of the future of U.S-led space flights in the U.S.

Another development that stands to impact the aerospace industry includes proposed cuts to the military by President Barack Obama and calls for such cuts by Defense Secretary Robert Gates.

The president has called for reducing the federal deficit by \$4 trillion overall (via \$3 trillion in cuts and \$1 trillion in new revenues) over the next 10 years. In passing a compromise 2011 spending bill recently, Congress cut the military's base budget to \$530 billion, down from \$540 billion.

TECHNOLOGY REFERENCE SHEET

Smartphones (Wholesale Per Unit Prices)

Model	Price Low	Price High
iPhone 4 32GB	\$600	\$800
iPhone 3GS 8GB	\$375	\$615
Motorola Droid X MB810	\$325	\$400
BlackBerry Bold 9700	\$340	\$405
Samsung Galaxy S 4G	\$360	\$380

Personal Computers (Retail Prices)

Category	Price Low	Price High
Desktop (“everyday” option) ¹	\$320	\$800
Laptop (“everyday” option) ²	\$450	\$1,200

Note(s):

- (1) New desktop PC / Windows 7 - Premium Home 64-bit / 500 GB - 1 TB / 2.93 GHz - Any number of options can drive this price north of \$2,000 to \$3,000.
- (2) New laptop / Windows 7 - Premium Home 64-bit / 500 GB - 1TB / Intel Dual Core Processor / Everyday laptop - Any number of options can drive this

Tablets (Retail Prices)

Model	Price Low	Price High
Apple iPad 2 ¹	\$780	\$890
Apple iPad ²	\$500	\$700
Others ³	\$100	\$1,000

Note(s):

- (1) iPad 2 includes 16 GB, 32 GB, and 64 GB hard drive options.
- (2) iPad includes 16 GB, 32 GB, and 64 GB hard drive options.
- (3) Samsung Galaxy, Lenovo IdeaPad, Velocity Micro, Archos (28, 32, 5), Motorola Xoom, ASUS Eee Slate

Memory (Retail Prices)

Category	Price Low	Price High
Desktop Computers		
Dual Memory - DDR	\$25	\$100
Dual Memory - DDR2	\$25	\$200
Dual Memory - DDR3	\$50	\$450
External Hard Drive ¹	\$50	\$400
USB Flash	\$10	\$200

Note(s):

- (1) Price depends on storage space ranging from 320 GB to 4 TB.
- (2) Price depends on storage space ranging from 4 GB to 64 GB.

TECHNOLOGY REFERENCE SHEET

Television (Retail Prices)

	Price Low	Price High
LCD HD		
30" - 39" Display (Flat panel)	\$280	\$700
40" - 47" Display	\$400	\$1,000
52" - 60" Display	\$800	\$2,000
3D LED-LCD HDTV		
40" - 49" Display	\$1,600	\$3,500
50" - 59" Display	\$1,300	\$4,500
60"+	\$2,000	\$6,000

Gaming Consoles (Retail Prices)

	Price Low	Price High
Microsoft X-Box 360 ¹	\$200	\$400
Sony Playstation 3 ¹	\$300	\$450
Nintendo Wii ¹	\$200	\$300

Note(s):

(1) Price difference by bundle type.

Servers (Retail Prices)

	Price Low	Price High
Rack-mounted/Tower Servers ¹	\$750	\$5,400

Note(s):

(1) Intel Processor / Xeon Quad Core