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According to the results of a comprehensive study conducted for the American Electronics Association (AEA), better forecasting is the third most important factor influencing company profitability, ranking just behind improved design quality and shorter time to market.

*We at Henderson Ventures think we can help you to improve your bottom-line performance by delivering crucial market information and forecasts to you each month. The **HENDERSON ELECTRONIC MARKET FORECAST** will help you to anticipate the ups and downs of the industry and to adjust your resources accordingly. You can cut costs during a downturn and gain market share during an upturn if you have the proper resources in place.*

GOOD FORECASTS REQUIRE BOTTOM-UP ANALYSES AND TOP-DOWN MODELS

*The **HENDERSON ELECTRONIC MARKET FORECAST** is now in its 27th year of publication. Over the past two-plus decades, we have developed a forecast philosophy that balances the use of fundamental market analyses (bottom up) with econometric market models (top down). A reflection of that philosophy can be found in our 26-page March 2009 report, which we offer you free of charge.*

The enclosed report is an example of the "Quarterly Forecast Update" issues published in March, June, September and December. These Quarterly updates provide broad historical data and forecasts of the entire electronics industry.

During the intervening months, Focused reports supply in-depth forecasts of specific industry segments on a rotating basis. For example, automotive electronics is covered in January, semiconductors in August and computers in November. The annual publication schedule can be found on the last page of the enclosed report.

ABOUT HENDERSON VENTURES

*Henderson Ventures, now in its 27th year of operation, is a management consulting and market research firm dedicated to providing quality information services to the electronics industry. Assisted by both internal staff and outside consultants, the **FORECAST** is edited by Edward Henderson, formerly Senior Vice President of Gnostic Concepts. Previously he was Manager of Venture Analysis and Plans at Rockwell International. Overall, he brings over 35 years of electronics industry experience to draw upon in design engineering and product management, as well as market research, economic forecasting and business planning. Mr. Henderson holds an M.S.E.E. degree from Stevens Institute of Technology, an M.B.A. from the University of Santa Clara, and an M.A. in Economics from the University of California.*



GET THE NEW iPod touch FREE OF CHARGE



If you have **not** been a subscriber to the full Henderson Electronic Market Forecast newsletter during the last 12 months, and you now sign up for a one-year subscription to the Forecast, we will express our gratitude by sending you, absolutely free, an 8GB iPod touch. Technical specifications for the Wi-Fi capable iPod touch models can be found at <http://www.apple.com/ipodtouch/specs.html#config>. To get started, please go to the next two pages of this document to specify the shipping address for your iPod, and to fill out an order form for the newsletter.

iPod touch Shipping Information

Upon receipt of the order form, Henderson Ventures will immediately email the latest issue of the Henderson Electronic Market Forecast to begin the subscription deliveries. However, the 8GB iPod touch will not be shipped until payment for the newsletter is received.

If the address to which you want the ipod shipped is the same as the one listed on the order form, just write "Same" below. Otherwise, fill in the shipping information completely. In either case, please fax this shipping form and the order form to the number listed below.

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