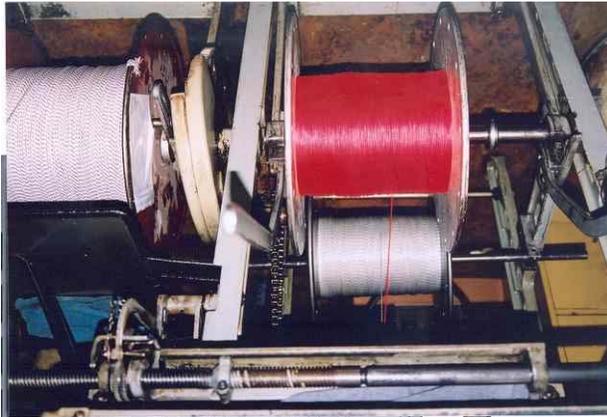


The Market for Temperature Sensors in the Americas, 2nd Edition



The temperature sensors market has changed dramatically since our last study. Technologies, market sizes and forecasts, market shares, corporate ownership, and distribution methods have all experienced significant transitions during the last six years, and this study analyzes them all.

From a technology viewpoint, this study explores the six major temperature product categories. These include thermocouples, RTD's, thermistors, infrared thermometers, fiber optic temperature sensors, and thermowells. The study examines quickly evolving technologies such as fiber optic and infrared temperature sensors, and evaluates the impact of enhancements to the more traditional sensor product types. It takes you from the technology fundamentals through to the highly specialized applications of today.

This new study includes market size for each type of temperature sensor, in both dollars and units. It includes market shares by geographic region, including the United States, Canada, and Latin America. Suppliers from outside the Western Hemisphere are also taken into account. The study fully defines the technology shifts and heightened merger and acquisition activity that characterize this market. Strategies to both prevail and grow in this new market reality are provided.

Another topic of the study is the immense corporate churn that has occurred here since 2000. For example, you may recall that YSI bought Victory Engineering a number of years ago. More recently, YSI Temperature was sold to Measurement Specialties, who, in turn, also purchased BetaTHERM. This scenario has been repeated over and over again during the last five years. This study provides 71 company profiles to help you sort out who is who in the Americas market, what their product lines are, what their other capabilities are, and how they intend to proceed.

All companies seek to improve their bottom line by increasing sales while reducing the cost of sales. While many firms cut back on expenses such as trade show participation, they also look with optimism to new sales methods such as e-business. This study assesses today's use of the Internet, as well as quantifying the use of the classic product delivery methods of distributors, representatives, and direct sales to end-users.

The Market for Temperature Sensors in the Americas, 2nd Edition is the most comprehensive report on your industry available today, and it's brought to you by Flow Research, a company long trusted to deliver top quality reporting on flow, temperature, and pressure measurement technologies and markets. Available now in both a PDF version as well as a 450+ page full-color bound text, this report gives you instant access to the industry information you need most to maneuver and succeed.

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The Market for Temperature Sensors in the Americas, 2nd Edition

A look inside the study . . .

Below is an extremely condensed version of the “Table Of Contents”:

1 EXECUTIVE SUMMARY – Summarizes study highlights for quick review.

2 SCOPE AND METHODOLOGY – States study objectives. Describes the research methods and the scope of study.

3 PRODUCT DEFINITION AND TECHNOLOGY ANALYSIS – A historical perspective analyzes the five primary temperature sensor technologies, and discusses the advantages of each. Includes a product analyses for the major manufacturers. A five-page product table summarizes the product portfolios of all suppliers to the Americas.

4 MARKET SIZE AND GROWTH FORECAST – Describes technology shifts that develop and drive today’s market. Discusses the economic climates for all geographies. Defines market growth factors, and reviews import/export conditions. Details market size and growth factors for all geographies, both in terms of revenues and units. Provides average selling prices for all types of temperature sensors by geographic region, and shipments by industry, customer type, and distribution channel. This chapter contains more than 100 figures and charts with detailed forecasts through 2010 for each temperature sensor type.

5 MARKET SHARES OF THE LEADING SUPPLIERS –Reviews the new corporate landscape, taking into account M&A activity and other changes in market participation. Major companies are looked at in detail. Twenty-six pages of charts graphically describe the market shares of top companies for each temperature sensor type within the three geographies and the Americas as a whole.

6 STRATEGIES FOR SUCCESS – Provides a host of tactics and strategies to help you succeed in one of the most fast-changing industrial process control environments.

7 SUPPLIER PROFILES – In-depth company profiles are presented for 71 manufacturers supplying into the Americas market. Each profile includes a corporate history, a temperature sensors product overview, and statements describing each company’s strategy and perspectives.

APPENDICES A and B – Appendix A provides background on how the study was carried out. Appendix B is a “Supplier Directory” with contact information, including URL addresses, for nearly 250 suppliers to the temperature sensor industry.

Flow Research, Inc.
27 Water Street
Wakefield, MA 01880

(781) 245-3200 or (800) 245-1799 (from the USA)
(781) 224-7552 (fax)
www.flowresearch.com

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