

Sony Reader Touch PRS-600

Reverse Costing Analysis

by System Plus Consulting

November 2009

Analyze the cost of projects at the R&D level
Enhance the negotiation power of purchasing managers
Benchmark competitor's products

System Plus Consulting is proud to publish the reverse costing report of the Reader Touch PRS-600 supplied by SONY Electronics Inc.

The Reader Touch PRS600 is an ebook reader with a 6 inch touchscreen, 8-levels gray scale, using elnk Vizplex™ technology and five buttons for Navigation and browsing through the book collection. There are also some ports like miniUSB to connect it to a computer, a 3.5mm jack to listen mp3 files with headset and memory card expansion slots for Memory Stick PRO Duo and SD Card.

This report provides complete teardown of the ebook with:

- Detailed photos
- Material analysis
- Assembling Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation

The report is delivered with a PowerPoint file (57 pages) including all the results, photos and comments; and an Excel file which enables you to modify some parameters (prices, rates, ...) to analyze their influence on the results.

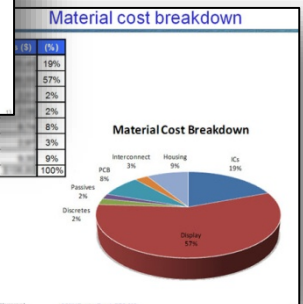
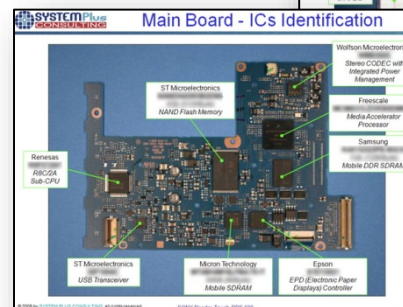
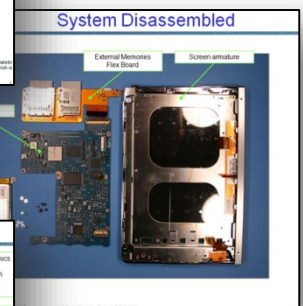
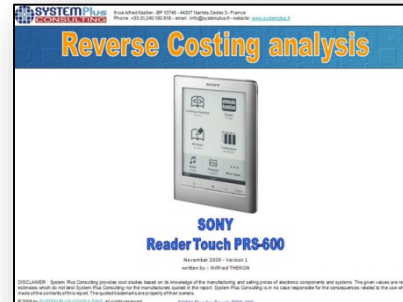


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ORDER FORM

PLEASE ENTER MY ORDER FOR "SONY Reader Touch PRS-600" IN:

SP09022 Single user license price:

EUR 1,990*

For price in dollars please use the day's exchange rate

*For French customer, add 20 % for VAT

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ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting is specialized in the cost analysis of electronics: from semiconductor devices to electronic systems. The company provides on demand Reverse Costing studies explaining the cost construction of :

- ICs, MEMSs, Power Devices,
- ECUs, boards, and complete electronic systems.

The studies are realized with the help of cost analysis software tools developed in house and including cost models and technological databases:

- MEMS CoSim+
- SiC CoSim+
- System-on-Chip
- IC Purchaser
- IGBT CoSim+
- LED CoSim+
- System-in-Package
- SYS.Cost

System Plus Consulting is the sole company in Europe performing such in-depth cost analysis of electronic products.

