

# CISCO CIUS (Ref. CIUS-7-K9) Android-based Tablet

Reverse Costing Analysis by System Plus Consulting – February 2012

## Physical Analysis of the Device Step by Step disassembly

### Cost of Manufacturing & Estimation of Selling Price

System Plus Consulting is proud to publish the reverse costing report of the Android-based CIUS tablet (Ref. CIUS-7-K9) supplied by CISCO Systems Inc.

The CISCO CIUS tablet uses a capacitive touch screen with a 7-inch WSVGA (1024x800) TFT color display. It is based on Android 2.2.2 (Froyo) and it is powered by an Intel “Lincroft” Atom Z615 Processor (1.2 GHz) associated to the Intel “Langwell” Platform Controller Hub.

Based on a complete teardown analysis, the report provides an estimation of the production cost as well as the selling price of the product.

This reverse costing report contains:

- Detailed photos
- Material analysis
- Main components detailed analysis
- Manufacturing process flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation



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# ORDER FORM

Please enter my order for CISCO CIUS TABLET Reverse Costing Analysis :

SP12080

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

\*All reports are delivered electronically in pdf format

\*For French customer, add 20 % for VAT

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## BILLING CONTACT

First Name: .....

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Our prices are subject to change. Please check our new releases and price changes on [www.systemplus.fr](http://www.systemplus.fr)

## ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting is specialized in the **cost analysis** of electronics from **semiconductor devices** to **electronic systems**. Around this main line System Plus Consulting developed a complete range of services and costing tools to provide **in-depth production cost studies** and estimation of the **objective selling price** of the product.

### COSTING SERVICES

- ✓ **On demand Reverse Costing studies** are performed on ICs, ASICs, MEMs, Power Devices, ECUs, electronic boards and full electronic systems
- ✓ **The catalog of available reports** includes cost analyzes on MEMS, Electronic components and Electronic systems (Telecom terminals, Power systems, Consumer products)

All these studies are performed using in-house developed costing tools and their technological databases.

### COSTING TOOLS

#### Software

- ✓ IC Price+ to calculate the cost of any integrated circuit
- ✓ Power Price+ to calculate the cost of any power component or module
- ✓ SYS.Cost which is a costing tool for electronic boards and systems

#### Costing Models

- ✓ Board Assembly – System in Package – System on Chip – Memory Chip – Smart Card – Plastic Part
- ✓ Other costing models can be developed according to customer specification

#### Cost Simulation Tools

- ✓ Powerful flow builders including exhaustive databases to simulate a device processing cost
- ✓ **Available now:** MEMS CoSim+ • IGBT CoSim+ • SiC CoSim+ • LED CoSim+ • TSV CoSim+ • PV CoSim+ (photovoltaic)

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## 1. INTRODUCTION

The present terms and conditions apply to the offers, sales and deliveries of services managed by System Plus Consulting except in the case of a particular written agreement.

Buyer must note that placing an order means an agreement without any restriction with these terms and conditions.

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Prices of the purchased services are those which are in force on the date the order is placed. Prices are in Euros and worked out without taxes. Consequently, the taxes and possible added costs agreed when the order is placed will be charged on these initial prices.

System Plus Consulting may change its prices whenever the company thinks it necessary. However, the company commits itself in invoicing at the prices in force on the date the order is placed.

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The quoted prices already include the rebates and discounts that System Plus Consulting could have granted according to the number of orders placed by the Buyer, or other specific conditions. No discount is granted in case of early payment.

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The transport costs and risks are fully born by the Buyer. Should the customer wish to ensure the goods against lost or damage on the base of their real value, he must imperatively point it out to System Plus Consulting when the shipment takes place. Without any specific requirement, insurance terms for the return of goods will be the carrier current ones (reimbursement based on good weight instead of the real value).

## 8. FORCE MAJEURE

System Plus Consulting responsibility will not be involved in non execution or late delivery of one of its duties described in the current terms and conditions if these are the result of a force majeure case. Therefore, the force majeure includes all external event unpredictable and irresistible as defined by the article 1148 of the French Code Civil?

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As a rule, all information handed by customers to system Plus Consulting are considered as strictly confidential.

A non-disclosure agreement can be signed on demand.

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The Buyer is responsible for the use and interpretations he makes of the reports delivered by System Plus Consulting. Consequently, System Plus Consulting responsibility can in no case be called into question for any direct or indirect damage, financial or otherwise, that may result from the use of the results of our analysis or results obtained using one of our costing tools.

## 11. APPLICABLE LAW

Any dispute that may arise about the interpretation or execution of the current terms and conditions shall be resolved applying the French law.

If the dispute cannot be settled out-of-court, the competent Court will be the Tribunal de Commerce de Nantes.