

# Given Imaging PillCam COLON 2 Capsule

Reverse Costing Analysis by System Plus Consulting – November 2013

## *The second-generation PillCam COLON capsule*

Designed by the Israeli firm Given Imaging, as the model for the small intestine, " PillCam Colon 2 " is a little bigger than a capsule (31x11 mm), provided with two tiny cameras and with a light source. Ingested with some water, after preparation, it walks in the digestive tract and sends video images to a small case worn in the belt, before being spontaneously expelled, in eight hours. The recording of this journey in 360 degrees in the inside of the colon is then displayed to be analyzed by medical Team.

**System Plus Consulting is publishing the reverse costing report of the PillCam COLON 2 Capsule. Based on a complete teardown analysis, the report provides an estimation of the production cost of the Capsule and its Packaging.**

**This reverse costing report contains:**

- Detailed photos and identification
- Physical and Cost Analysis of the **Zarlink RF ASIC**
- Physical and Cost Analysis of the **Aptina CMOS Image Sensor**
- Physical and Cost Analysis of the **Memscap Magnetic Switch MEMS**
- Bill of Material
- Manufacturing process flow
- In-depth economical analysis
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# ORDER FORM

Please enter my order for Given Imaging PillCam COLON 2 Reverse Costing Analysis :

Ref.: SP13137



Multi User license price:

EURO 2 490\*

\*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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## 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

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

### COSTING TOOLS

#### « Purchaser » tools

- ✓ IC Price+ to estimate the cost of any integrated circuit
- ✓ Power Price+ to estimate the cost of any power component or module
- ✓ PCB Price+ for printed circuit boards
- ✓ SysCost+ a costing tool for electronic boards and systems

#### Cost Simulation Tools, process flow based

- ✓ MEMS CoSim+
- ✓ LED CoSim+
- ✓ Power CoSim+
- ✓ 3D Package CoSim+
- ✓ Sapphire CoSim+

Other costing models can be developed according to customer specification.



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