

Texas Instruments

DLP® Pico™ projectors family

DLP® nHD, DLP® 0.3 WVGA, DLP® 0.17 HVGA

Reverse Costing Analysis – October 2012



Physical Analysis of the Devices

Step by Step Reconstruction of the Process Flow

Cost of Manufacturing and Estimation of Selling Price

System Plus Consulting is proud to publish the reverse costing report of three DLP® Pico™ projectors (*DLP® nHD, DLP® 0.17 HVGA* and the *DLP® 0.3 WVGA*) supplied by Texas Instruments.

Featuring a *nHD* resolution (640 x 360) and packaged in a small ceramic housing (16mm x 6.9mm), The DLP *nHD*, is the thinnest and the smallest DLP Pico™ projector. It is ideally suited for mobile application and was extracted from the Galaxy beam phone.

The DLP1700, features a Half-VGA Resolution (480 x 320), and has a 0.17-Inch Micromirror Array Diagonal, while the DLP3000 features a Wide-VGA Resolution (608 x 684) and has a 0.3-Inch Micromirror Array Diagonal. Both of them, are ideally suited for Pocket Projectors and were extracted from Optima devices.

This report provides complete teardown of the three DLP chipsets with:

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

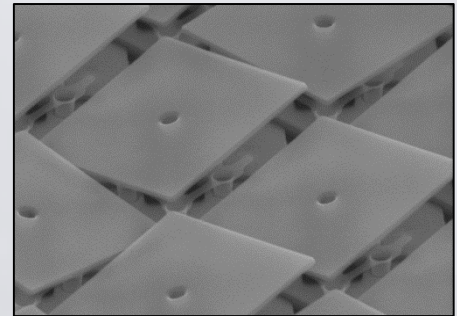
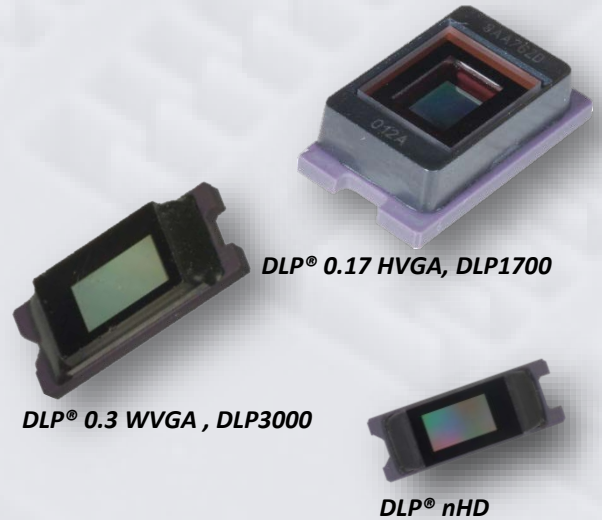


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Texas Instruments Company Profile

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SP12106

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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

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- ✓ **The catalog of available reports** includes cost analyzes on MEMS, Electronic components and Electronic systems

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COSTING TOOLS

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- ✓ IC Price+ to estimate the cost of any integrated circuit
- ✓ Power Price+ to estimate the cost of any power component or module
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- ✓ MEMS CoSim+
- ✓ LED CoSim+
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