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## **A Proposal for a Market Research Study on the Mass Flow Controller Market**

Flow Research is conducting a new market study on the worldwide mass flow controller market. The study will be conducted by Flow Research. The main goal of the study is to determine the size of the mass flow controller market in 2007. In addition, forecasts through 2012 will be included.

The study has multiple purposes:

- To determine market size and market shares for mass flow controllers in 2007, both thermal and non-thermal type
- To forecast market growth for all types of mass flow controllers through 2012
- To identify industries and applications where mass flow controllers are used, and to identify growth areas
- To provide a product analysis for the main companies selling into the mass flow controller market
- To provide strategies to manufacturers for selling into the mass flow controller market
- To provide company profiles of the main suppliers of mass flow controllers

**The study will be divided into the following regions:**

- North America
- Europe
- Japan
- Asia without Japan
- Rest of World

This study will include both thermal and non-thermal mass flow controllers. Non-thermal mass flow controllers are typically DP flow based, with a laminar flow element.

Mass flow controllers are used in many industries. We have identified the following industries as ones where MFCs are used:

- Aerospace
- Analytical
- Automotive
- Biotech/Pharmaceutical
- Chem/Petrochemical
- Electronics Manufacturing
- Fiber Optics/Glass
- Food & Beverage
- Fuel Cells
- Furnaces
- Gas Analyzers
- Gas Distribution
- Heat Treating
- Medical
- Metals Processing
- Packaging
- Power
- Other

We are looking to identify other industries that should be included. If you know of any more industries that we should include, please let us know.

This study will seek to identify those mass flowmeters that go out as controllers, and those that go out as flowmeters without control.

### **Semiconductor vs. Industrial Applications**

We propose to do a study that includes both the semiconductor market and the industrial market for mass flow controllers. We can potentially segment the semiconductor market, depending on the segmentation desired. If you would like this study to include segmentation of the semiconductor market, please specify what segmentation you would like to see.

In addition to the semiconductor/industrial segmentation, we plan to include laboratory/research applications.

### **Founding Sponsorship**

We are offering the opportunity for companies to become Founding Sponsors for this study. Benefits of being a Founding Sponsor include being able to participate in determining study scope and direction, being sent regular updates on study progress, and receiving a favorable

discount pricing package. The Founding Sponsor program is explained on page five. We hope you will decide to become a Founding Sponsor for this study.

Thank you in advance for your input, and we hope to hear from you!

## Background

Dr. Jesse Yoder is President of Flow Research Inc., a company he founded in 1998. Dr. Yoder has 20 years' experience as a writer and analyst in process control and instrumentation. Since 1990, he has written more than 100 market research studies, most of them in the area of flow and instrumentation. Some of the recent and currently scheduled Flow Research studies are as follows:

- [Volume I: The World Market for Coriolis Flowmeters, 3<sup>rd</sup> Edition](#) (June 2008)
- [Volume II: The Global Market for Magnetic Flowmeters, 3<sup>rd</sup> Edition](#) (September 2005)
- [Volume III: The World Market for Ultrasonic Flowmeters, 3<sup>rd</sup> Edition](#) (January 2008)
- [Volume IV: The World Market for Vortex Flowmeters, 3<sup>rd</sup> Edition](#) (March 2006)
- [Volume V: The World Market for DP Flowmeters and Primary Elements](#) (January 2007)
- [Volume VI: Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition](#) (January 2006)
- [Volume VII: The World Market for Positive Displacement Flowmeters](#) (2002)
- [Volume VIII: The World Market for Turbine Flowmeters](#) (2002)
- [Volume IX: The World Market for Pressure Transmitters, 2<sup>nd</sup> Edition](#) (October 2007)
- [Volume X: The World Market for Flowmeters \(includes all flow technologies\)](#) (April 2008)
- [Volume XI: The World Market for Gas Flow Measurement](#) (September 2004)
- [Volume XII: The World Market for Steam Flow Measurement](#) (March 2008)
- [Volume XIII: The World Market for Mass Flow Controllers](#) (June 2008)
- [The Market for Temperature Sensors in the Americas, 2<sup>nd</sup> Edition](#) (May 2006)
- [The Market for Temperature Transmitters in the Americas, 2<sup>nd</sup> Edition](#) (November 2006)

These studies are described at <http://www.flowresearch.com/flow.htm>

Dr. Yoder has also written more than 70 articles on flow and instrumentation for trade journals. Links to many of these can be found at <http://www.flowresearch.com/articles.htm>.

Norm Weeks, Market Analyst, joined Flow Research in November 2004 after a 24-year stint with Verizon. At Verizon, Norm specialized in creating innovative customer solutions, product management, and product marketing. He is now a fulltime market analyst for Flow Research, and has already completed several studies.

Belinda Burum, Vice President and Editor, has worked in high tech for 16 years as a technical writer and marketing communications manager. She joined the company in 2002, and has since then worked on many projects. She is a very talented writer, and has a strong customer focus. In

addition to her work on market studies, Belinda is serving as associate editor of the **Market Barometer** and the **Energy Monitor**.

Besides writing and publishing studies of this type, Flow Research specializes in user surveys that include a detailed analysis of customer perceptions. In addition, Flow Research provides quarterly updates on the flow and energy industries in the **Market Barometer** and the **Energy Monitor**. The **Energy Monitor** analyzes the current state of the oil & gas, refining, power, and renewables industries, and the implications for instrumentation supplier. Both reports are part of the Worldflow Monitoring Service; more details are available at [www.worldflow.com](http://www.worldflow.com). For more information on Flow Research, please visit our website at [www.flowresearch.com](http://www.flowresearch.com).



Christian Doppler

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## **The Flow Research Founding Sponsor Program**

To produce studies that most closely match our clients' needs, Flow Research instituted the Founding Sponsor Program. This program enables companies who wish to participate at a high level in a study's research to influence its scope and segmentation. In addition, Founding Sponsors receive regular updates from Flow Research on study progress, and receive a significant discount on the standard retail price of the study.

Procedure: Early in the planning phase of a study, Founding Sponsors receive a proposal that includes the proposed segmentation. Founding Sponsors can propose additional segmentation, and can also suggest changes to the proposed segmentation. While the decision to adopt particular segmentation ultimately lies with Flow Research, and is based on input from all contributors, we will do our best to accommodate the specific needs of each of our clients.

During the research phase of a study, Flow Research will issue regular reports that provide updates on the progress of the research. These reports will be sent to Founding Sponsors, who are then invited to provide any additional input or comments into the study.

Being a Founding Sponsor requires making an early commitment to purchase the study. However, in return, Founding Sponsors receive a significant discount off the regular price of the study. Payment can be made either in one amount at the beginning of the study, or split into two, with the second payment due upon delivery of the study.

For additional details, or to find out how the Founding Sponsor program applies to any particular study, please contact Flow Research. We look forward to working with you!

If you have any questions about the Founding Sponsor program, please contact Norm Weeks at (781) 245-3200, or [norm@flowresearch.com](mailto:norm@flowresearch.com).

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