

Current Market Trends in Spectroscopy

David Walsh

Editor in Chief

Spectroscopy Magazine

September 12, 2007

Market Data Is Difficult to Come by

- Finding reliable data on the spectroscopy market is not as easy as it sounds.
- Vendors and researchers (and yes, even magazine editors) may differ in what they see as the hottest trends.

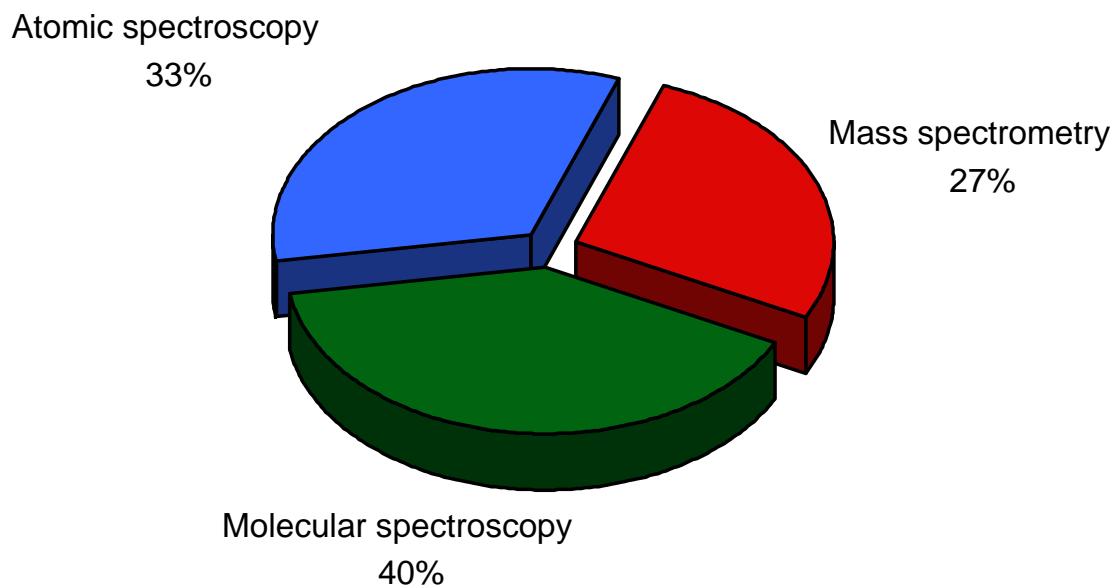
Spectroscopy Strives to Acquire Unbiased Market Data

- Unbiased third party data is (understandably) heavily guarded and expensive - but worth it.
- At Spectroscopy, we use both our internal research department and work with outside vendor Strategic Directions International.

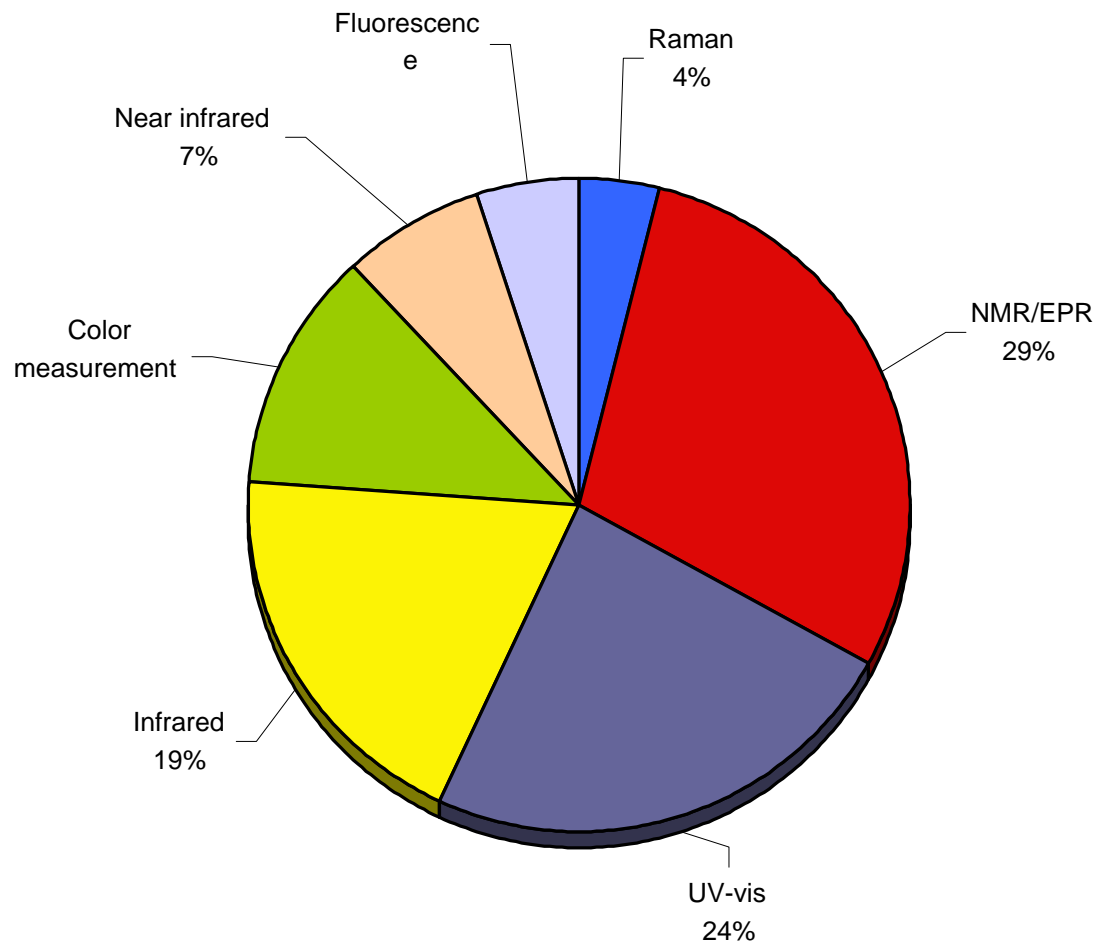
With This in Mind...

- In the March 2007 issue of Spectroscopy, we set out to determine what the latest trends in the marketplace were, both on a technological level and on a personal level, so this presentation will be divided into two parts:
 - Data on the most recent market trends in technology
 - Data from Spectroscopy's recent salary survey

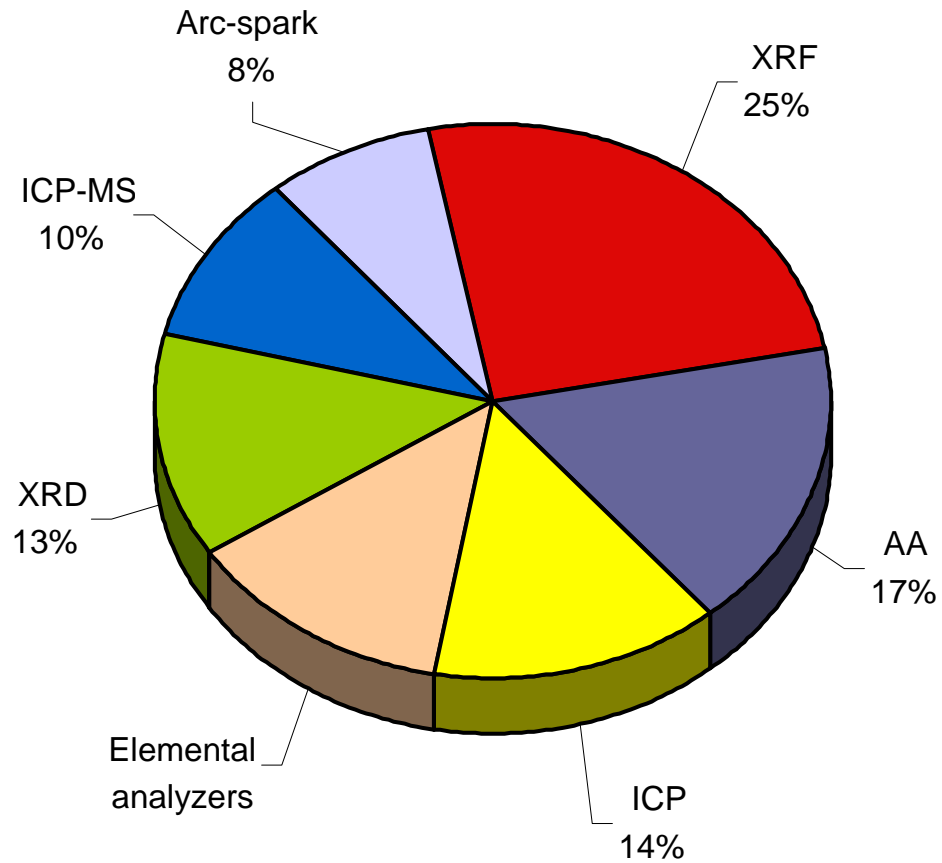
Overall Spectroscopy Market



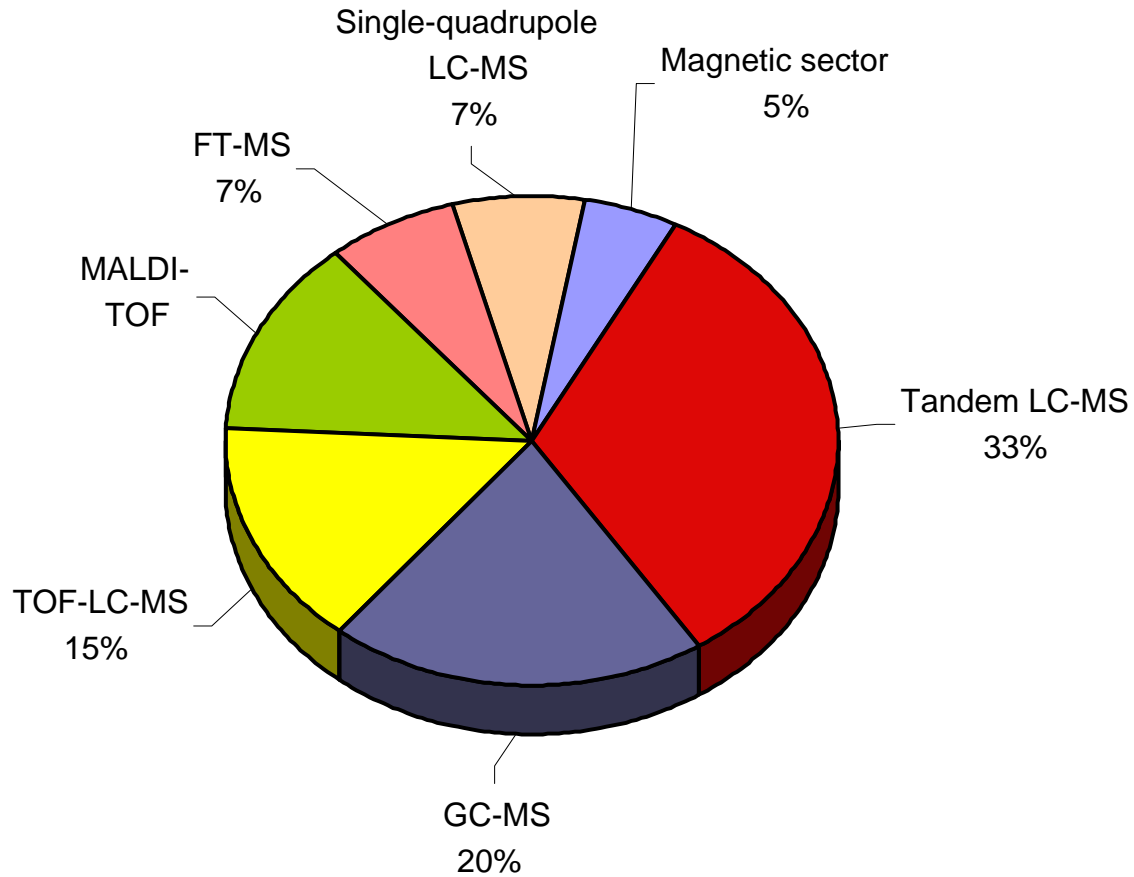
Molecular Spectroscopy



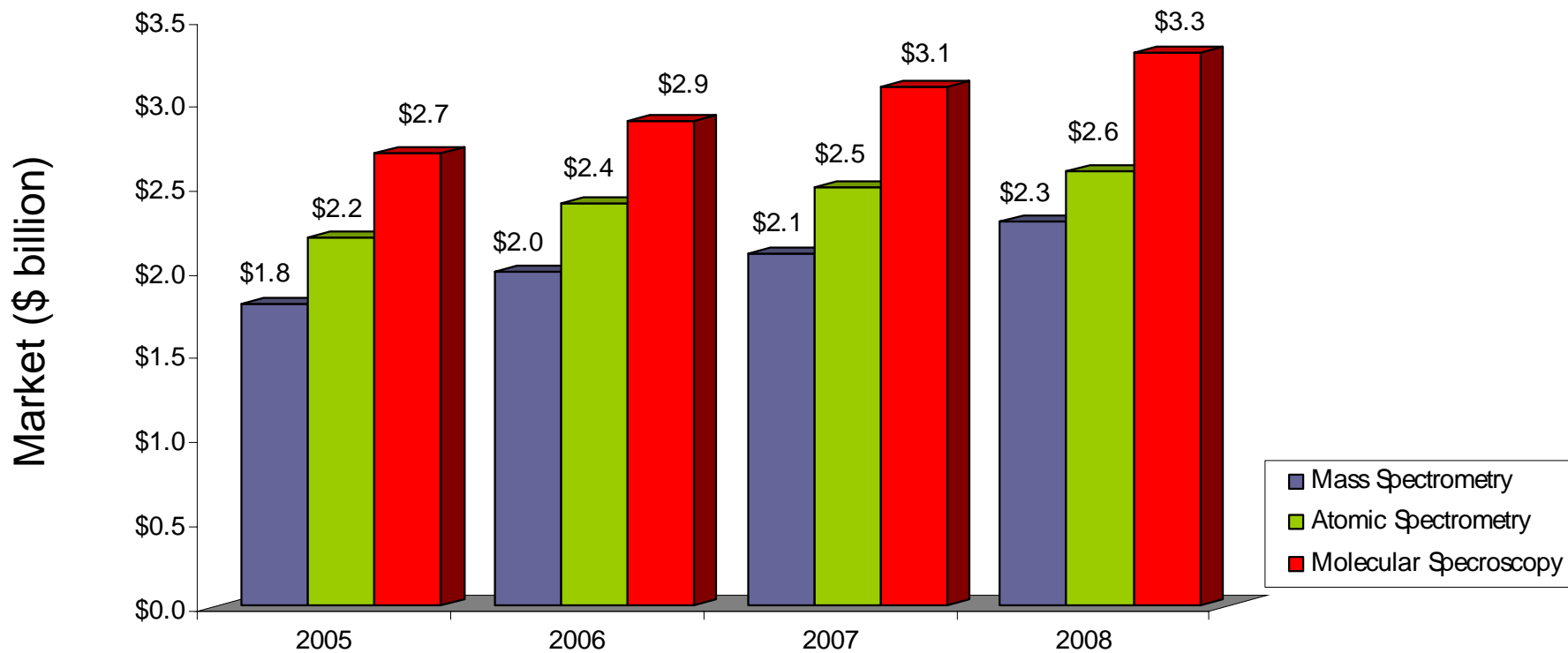
Atomic Spectroscopy



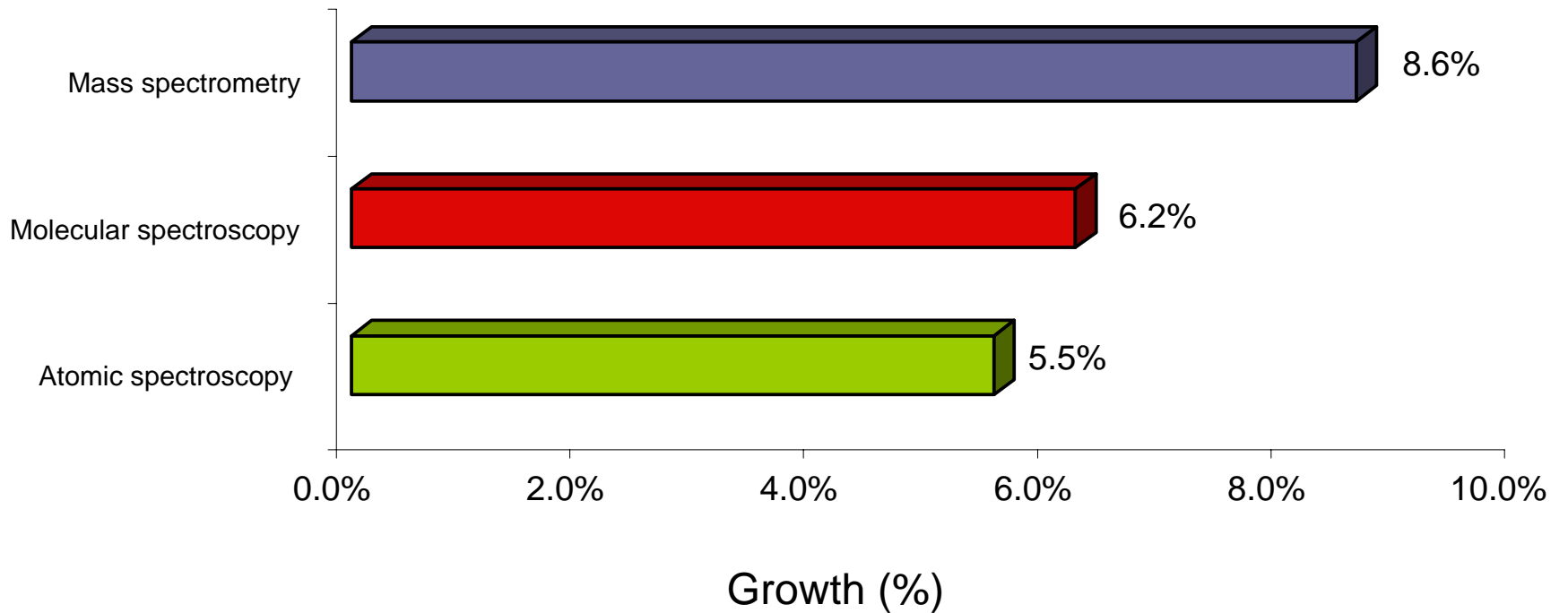
Mass Spectrometry



Growth by Segment



Predicted Growth



Market Summary

- The spectroscopy market continues to be robust and continues to grow, with the largest growth areas being:
 - Hyphenated techniques involving MS, which is predicted to generate over 3.3 billion in revenue by 2008
 - X-ray techniques XRF and XRD, used particularly by electronic manufacturers for compliance; will grow over 10% this year alone
 - NMR spectroscopy, with protein research boosting growth to 10% this year

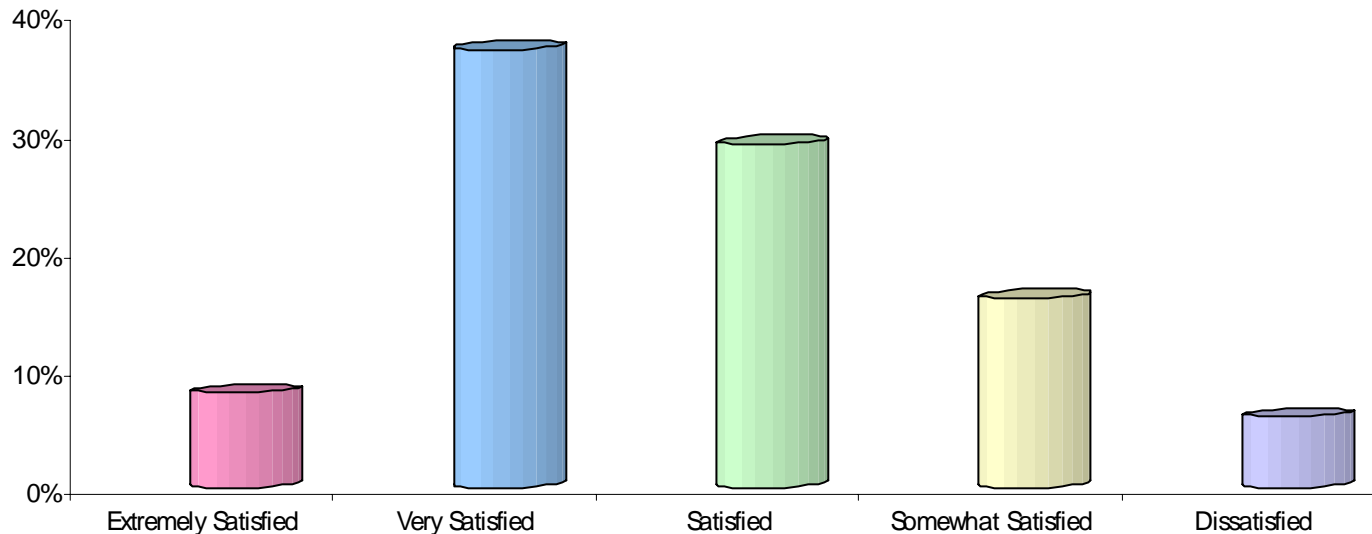
Some Growth Areas Seen by Spectroscopy

- At Spectroscopy, we also rely on our own informal, grassroots form of research, compiled from the numerous tradeshows and technical sessions we attend each year.
- For 2008, we are planning to expand our editorial coverage of optics/lasers and are considering a supplements on this topic as well as portable, handheld spectroscopy technology in the future
 - Articles on Raman technology and applications, along with optics/lasers, have also been two of the most heavily submitted topics to our journal.

Salaries and Job Satisfaction in the Spectroscopy Industry

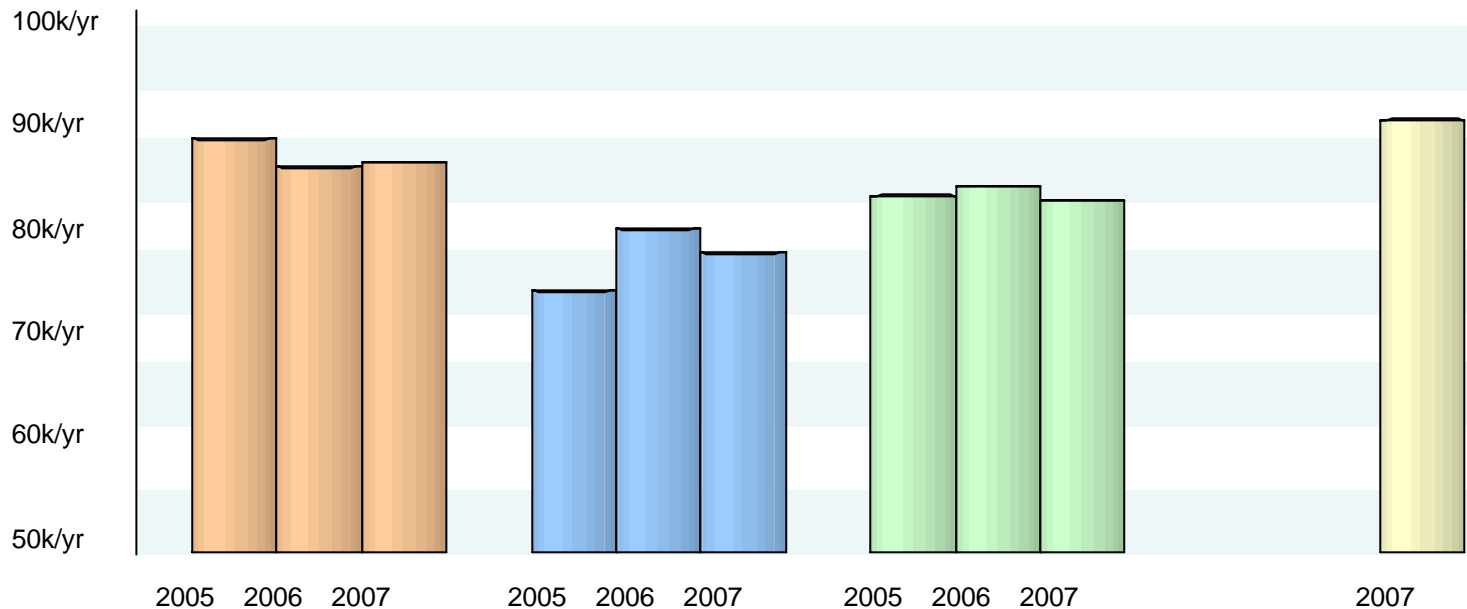
- Overall, spectroscopists are happy with their jobs - and they don't do too badly, either...

Overall Salary Summary



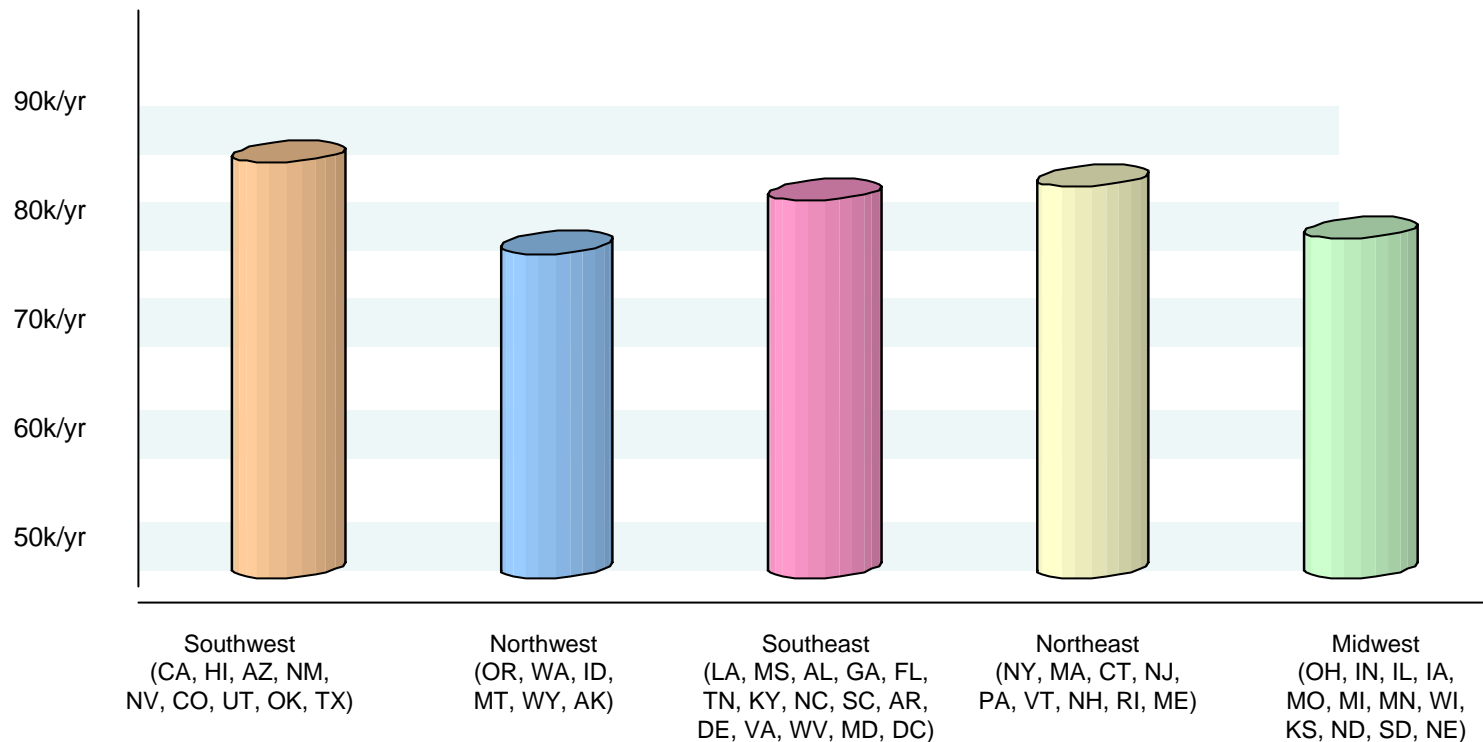
- Approximately 80% of spectroscopists are happy with their jobs; this makes sense in such a specialized field.

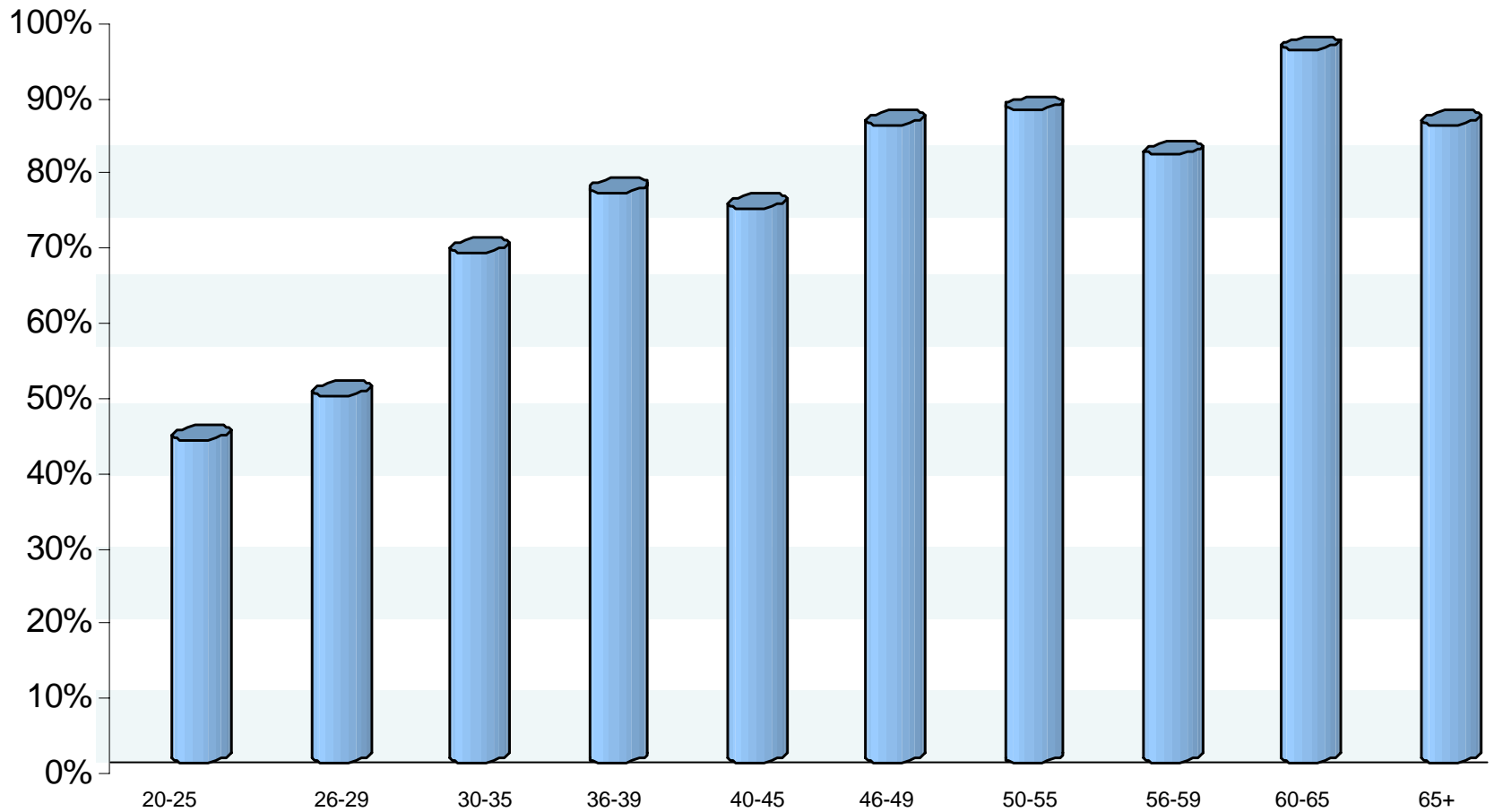
Average Salaries



- Overall average salary for a spectroscopist in 2007 is \$79,605, high compared to many fields.

However, Salary Varies Greatly by Location and Age





- In short, it's best to be over 60 and living in the northeast!

Summary

- Spectroscopy is a great field to be in:
 - With technological advances being made by the day and the demand for new technologies high, the growth prospects are immense.
 - Salaries are relatively high and so is job satisfaction, something of a rarity in today's job market.

- At Spectroscopy Magazine, we have been serving this market for over 20 years, bringing you unbiased, peer reviewed technical information since 1985, and we are not too proud to take advice:
 - Please contact us to let us know what YOU think the next big market trend is.

Contact Information

David Walsh, Editor

david.walsh@advanstar.com

Mike Tessalone, Group Publisher

mtessalone@advanstar.com

Ed Fantuzzi, Publisher

efantuzzi@advanstar.com

We look forward to hearing from you!