

Table 1: Video iPod BOM

#	Part Number	Company	Description	Estimated Cost
1)	MK3008GAL	Toshiba	30GB 1.8" HDD	\$65.00
2)	PP5021	PortalPlayer	Decoder/SoC	8.00
3)	BCM2722	Broadcom	Video decoder/processor	10.00
4)	K4S56163PF	Samsung	SDRAM - 256Mbit	1.75
5)	WM8758	Wolfson Microelectronics	Audio codec	3.75
6)	LTC4066	Linear	USB Power Manager/ Li-Ion Battery charger	1.60
7)	LM34910SD	National	Step Down Switching Regulator	0.75
8)	TEA1211	Philips	DC/DC converter with I ² C Interface	1.00
9)	SST39WF800A	Silicon Storage Technology	Parallel Flash - 8Mbit	1.30
10)	PCF50607	Philips	Power Management Unit	2.50
11)	CY8C21	Cypress	PSoC Mixed Signal Controller - Touch Pad	0.85
12)	Touch pad			2.50
13)	Li-Ion Battery			4.50
14)	2.5" color LCD			15.00
15)	PCB, passives, mechanical			10.00
16)	Other			15.00
Total BOM				\$143.50
Apple Retail Price				\$299.00
Implied Apple Gross Margin				52%