

Petrov Group Announces Report on ICs for ESD and EMI Protection

PALO ALTO, Calif.—(PRNewswire)—August 26, 2009—The Petrov Group today announced a new report in its Power Management IC Series on market and integration trends for ESD and EMI protection devices.

“This “hidden” market was already nine times larger than reported by WSTS statistics in 2008. Moreover, there are profound changes in the semiconductor ESD and EMI protection market, specifically its accelerating transformation and migration – from Discretes into ICs,” said Boris Petrov, managing partner of the Petrov Group.

“The IC-based integration trend of ESD and EMI protection solutions will significantly increase the total market within a relatively short period, driven primarily by high-speed interfaces and mobile applications. The emerging IC-based ESD and EMI protection market creates numerous high margin and high ASP business opportunities since IC-based protection devices are very application-specific. Report analyses of two pure play vendors, Semtech and CMD, illustrate the financial and risk implications in opposite approaches to the ESD protection business.”

Petrov Group published reports are never “finished;” they are supported by an unlimited post-sale Inquiry Service which is free-of-charge and client-confidential. As a result, clients obtain a customized report for the cost of a generic report. For the report’s Table of Contents, Abstract, and Cover page please see www.petrovgroup.com

The Petrov Group, LLC, is a strategy and research firm focused on the growth and profitability of technology companies. Our clients include most IC and system companies worldwide.

CONTACT: Boris Petrov

boris@petrovgroup.com