

Petrov Group Announces Report on Power ICs in Portable Devices

PALO ALTO, CA—(PRNewswire)—September 1, 2009 — The Petrov Group today announced a landmark report in its Power Management IC Series on market and integration trends for Power ICs in handheld and portable devices.

The report focuses on IC integration trends for each of eleven power applications in the twelve key device types analyzed. There are six power IC integration domains — each requires a specific product, technology, and market approach.

“The market for power ICs will continue to be of major strategic importance to most end-system and IC vendors. Insights into the integration domains of power ICs explain, for example, why a 60-transistor power IC often exceeds the price and profitability of a PMU with hundreds of thousand transistors. There is a strong correlation between vendor gross margins and the type of power management ICs they target,” said Boris Petrov, managing partner of the Petrov Group.

“Power management ICs in portable devices alone represent nearly 40 percent of total analog IC revenues reported by WSTS. The market includes a large number of typically “uncounted” ICs—in 2008 the number of power ICs ranged from about twenty in Notebooks to about seven in Bluetooth headsets.”

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 and service 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 firm focused on the growth and profitability of technology companies. Our clients include most IC and system companies worldwide.

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