

## Petrov Group Announces Mixed-Signal and Analog IC Consumption Report

PALO ALTO, Calif.—(BUSINESS WIRE)—January 17, 2005—The Petrov Group today announced the latest addition to its Mixed-Signal Market and Technology Series. The new report is a case study of the Automotive, Medical, and Automation Mixed-Signal IC Market and Technology.

“Our superior value “checkerboard” model reveals distinct segmentation of mixed-signal and analog ICs, and their functional content, design implementations, and fabrication processes, in each market sector analyzed. The report is invaluable to planners and managers responsible for global business and product development strategies. Our focus is on major trends and issues—by key applications and their financial and strategy implications,” said Boris Petrov, managing partner of the Petrov Group.

The report provides a starting point for client-specific custom engagements, which are Petrov Group’s main business. Our approach to strategy development assistance is inseparably linked to execution, away from a document, cycle, and staff driven approach to one that is continuous and led by business unit general managers. Our approach often requires interviews with key customers, especially with clients who are profit-first rather than primarily growth oriented. The report price is \$4,950 and has 280 pages and 65 figures.

“We would also like to announce that in January we will complete major reports on Linear Technology, the profitability benchmark company for the semiconductor industry, and on National Semiconductor as part of our Competitive Analysis of Analog/Mixed-Signal IC Vendors study,” said Boris Petrov.

The Petrov Group, LLC, is a market research and strategy consulting firm focused on the growth and profitability domains of technology industries. It was formed in 1981 and is renowned for pragmatic business and technology due diligence, always with the highest standards of independence and integrity. Petrov Group’s methodology includes

development of proprietary business and technology models; several examples are shown on our Web site at [www.petrovgroup.com](http://www.petrovgroup.com)

CONTACT: Boris Petrov  
650-858-1311  
[inquiry@petrovgroup.com](mailto:inquiry@petrovgroup.com)