

## Petrov Group Projects Analog IC Market to Exceed \$51 Billion by Year 2010

PALO ALTO, Calif.—(BUSINESS WIRE)—January 24, 2005—The Petrov Group announced today that it projects the analog IC market to exceed \$51 billion by 2010. Analog/mixed-signal market modeling by key sectors is part of Petrov Group's 2005 Mixed-Signal Market and Technology Series of custom studies and reports.

“Our model of the analog IC market is based on the semiconductor technology node roadmap and an analysis of the dynamics between analog and digital devices. As digital IC products migrate into the atomic world of silicon at 65nm and below lithography levels, the need for analog (linear) ICs increases. Our findings are that deep submicron processes create an abundance of system-level problems that require symbiotic analog solutions; they mark the beginning of an explosive demand for analog ICs in general, and for high performance analog ICs in particular,” said Boris Petrov, managing partner of the Petrov Group.

“We have published our top-down projections in our first 2005 report—our in-depth analysis of the strategy of Linear Technology Corporation. For decades Linear has been by far the most profitable vendor in the semiconductor industry. Its fine-tuned profitability mechanism is self-sustaining and is more broadly applicable to other IC vendors than commonly perceived.”

The report titled Linear Technology Corporation (LLTC) Strategy serves as a prerequisite baseline for client-specific custom engagements, which are Petrov Group's primary business. Consulting assistance could include development of equivalent operational mechanisms for companies or business units with different business objectives and in entirely different product and market environments. The report price is \$3,950 and includes a follow-up teleconference.

The Petrov Group, LLC, is a market research and strategy consulting firm focused on growth and profitability opportunities and renowned for pragmatic business and

technology due diligence, always with the highest standards of independence and integrity. Select Petrov Group's proprietary business and technology models are shown at [www.petrovgroup.com](http://www.petrovgroup.com)

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