

## **Petrov Group Announces User and Vendor Strategies for HW/SW Co-Design Study**

PALO ALTO, Calif.—(BUSINESS WIRE)—March 28, 2005—The Petrov Group today announced its in-depth study titled Trends in HW/SW Co-Design—User and Vendor Strategies. The report serves as a baseline for client-specific custom engagements, which are Petrov Group’s primary business. The report price is \$2,950 and includes a follow-up teleconference.

“Integrated hardware and software design technology is the key ingredient required to exploit the emerging nanotechnology in a range of applications. The report extracts successful implementations from a sea of ad hoc published information. It defines the business potency of HW/SW co-design—from major solutions to exploratory projects in this important space,” said Boris Petrov, managing partner of the Petrov Group.

“The report analyzes products and projects, and vendor roles and strategies, from the perspective of users in the automotive, telecommunications, smart card, and multimedia industries, and government and military. The report is part of our continuing strategy work in the embedded system, analog/mixed-signal, and electronic system-level (ESL) and system-on-chip (SoC) design areas.”

“We would also like to announce that we will complete another major report titled Economics of the Electronic System-Level (ESL) Design Study. It can be purchased at a significant pre-publication price reduction,” said Boris Petrov.

The Petrov Group, LLC, is a market research and strategy consulting firm formed in 1981 and is renowned for pragmatic business and technology due diligence.

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