

Petrov Group Announces Its Report “Two Semiconductor Business Types—Role of Standards in Mining and Farming Value Chains”

PALO ALTO, Calif.—(BUSINESS WIRE)—June 5, 2006—The Petrov Group today announced its Executive Report on two distinct semiconductor business types and roles of standards in their value chains. This \$950 report is the result of an in-depth analysis of more than 50 semiconductor companies and is part of Petrov Group’s IC Industry Profitability and Growth Series of studies and reports.

“Two semiconductor business types are different in all key business attributes; we describe them using the Mining and Farming metaphors. The two types of businesses intersect with two semiconductor technologies; together they form a technology-business decision-making matrix (tool); attributes of each matrix field emanate from the nature of the semiconductor industry itself. A mix of Mining and Farming business types enables semiconductor vendors to add value to their business, establish new growth market positions, and manage the profit-growth profile of their businesses. Our Profit-Growth Strategy Board framework serves as a tool for achieving that formidable objective,” said Boris Petrov, managing partner of the Petrov Group.

“Standards define the high-level functional and operating specifications of resources, components, and equipment; their actual implementation is left to the competing vendors who develop them. A standard could be viewed as a “buffer” between the semiconductor product vendor and the equipment vendor who is using the product.”

The Petrov Group, LLC is a strategy and investment advisory firm focused on the high-tech industry since 1982. It is recognized for pragmatic due diligence; its methodology includes proprietary models; several of which are shown at www.petrovgroup.com

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