

## **Petrov Group Announces Reports on BCD Technology in Power ICs**

PALO ALTO, Calif.—(PRNewswire)—August 12, 2009—The Petrov Group today announced new reports in its Power Management IC Series:

- The Rise of BCD Technology in Power ICs—Where and Why
- BCD-based Integration Platform for Power ICs—A Significant Value-Added Opportunity for IC Vendors

“The accelerating growth of Bipolar-CMOS-DMOS (BCD) technology confirms that it meets the requirements of an ideal analog integration technology. Its system-level benefits are as substantial as the benefits of historic digital CMOS integration in terms of system cost-effectiveness, reliability, high performance, and programmability,” said Boris Petrov, managing partner of the Petrov Group.

“The BCD platform has been implemented in all end-application types, and across the entire analog domain and levels of integration – from single-function ICs to highly integrated SoC solutions. The vast majority of new LED driver designs are now BCD-based.”

The report prices are \$4,450 with a significant discount for both reports purchased together. The reports are supported by a post-sale inquiry service which is free-of-charge and client-confidential. As a result, clients obtain a customized report for the cost of a generic report. For the report’s Table of Contents, Abstract, and Cover page please see [www.petrovgroup.com](http://www.petrovgroup.com)

The Petrov Group, LLC, is a strategy and research firm focused on the growth and profitability of technology companies. Our clients include most IC and system companies, including Intel, IBM, TSMC, Nokia, Samsung, Sony, AMD, NEC, Toshiba, ADI, Microchip, UMC, Chartered, ON Semi, STM, NXP, Infineon, HP, National, Renesas, Maxim, Diodes, TI, Wolfson, Cirrus, Freescale and many other.

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