

## **Petrov Group Announces Report on the Arrival of IBM Cellular Computing Technology**

PALO ALTO, Calif.—(BUSINESS WIRE)—July 12, 2004—The Petrov Group today announced the latest addition to its IBM Tracking Series of studies and reports on the business dynamics of this unique innovator and trend-setting company. The new report is titled ***IBM Cellular Computing: 2004 Emergence and Impact on Consumer and Enterprise Businesses.***

“The year 2004 marks the birth of a distinctly new cellular computing era. As with past watershed computing events, the driving and trend-setting force will be IBM. While I shy away from hyperbole, our report demonstrates that the business impact of IBM’s new cellular computing technology will be potentially as profound as the Yucatan asteroid’s was on life on Earth millions of years ago,” said Boris Petrov, managing partner of the Petrov Group. According to Petrov, IBM’s “GHz U-turn,” away from frequency and toward SoC integration and memory density, will have profound consequences for all major players in the digital entertainment, enterprise computing, and semiconductor industry sectors. It could lead to mass extinctions and the emergence of new vendors and businesses; *it will profoundly change the landscapes of entire industries and create new configurations of business innovation, productivity, and added value. The changes are imminent although still poorly, if at all, understood.*

“This year the era of entirely new organic-like computing technology is starting. It will be based on software-enabled computing cells. These building blocks will be highly integrated and super-dense, have very low power, and will be cost-effectively produced in ultra-large volumes. *Perhaps most importantly, it will be software, rather than hardware, that will fuel the computing performance of the new systems.*”

“As we have done on previous occasions, Petrov Group has taken the lead in analyzing the monumental economic, technological, and competitive implications of IBM cellular computing technology in various industry sectors, including consumer, enterprise, semiconductor, and scientific. *This new report is offered as one of the sixteen monthly and quarterly reports in our annual IBM Tracking Service.*”

The Petrov Group, LLC, is a market research and strategy consulting firm that is focused on technology industries. It is renowned for pragmatic business and technology due diligence, always with the highest standards of independence and integrity. Boris Petrov founded the Petrov Group in 1981. More information on our firm and work is available at [www.petrovgroup.com](http://www.petrovgroup.com)

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