

## Petrov Group Announces Report on Analog/Mixed-Signal Semiconductor Vendors

PALO ALTO, Calif.—(BUSINESS WIRE)—August 9, 2004—The Petrov Group today announced the latest addition to its Analog/Mixed-Signal Strategy Series. The new report focuses on the global supply-side of analog/mixed-signal (AMS) semiconductors, including the high growth mixed-signal system-on-chip (MSoC™) segment. It is titled ***Competitive Analysis of Analog/Mixed-Signal IC Vendors***.

“The report extends our widely recognized 2003 analysis of six vendors titled ***Analog/Mixed-Signal Integration: How STM, TI, ADI, National, Maxim, and Linear Leverage Mixed-Signal and Analog Technologies***. The new report provides comprehensive insights into how IC vendors compete in the global AMS market. To pre-paying clients we exclusively offer a significant discount on the purchase of the new report and, more importantly, a unique opportunity to influence the scope and content of the report at no added cost,” said Boris Petrov, managing partner of the Petrov Group.

According to Petrov, this major new report delivers an in-depth analysis of **twenty leading vendors** in key end-market sectors: consumer (audio/video focus), communication (wireless focus), automotive (sensor focus), computing (storage focus), and industrial (medical focus). As in the landmark 2003 report, each vendor analysis includes company business and market positioning, product line and process technology portfolios, deployment of new products and processes, role of foundry and partners, and key areas of R&D expenditures. The report has over 350 pages and 55 figures.

The Petrov Group, LLC, is a leading 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). Petrov Group’s methodology includes development of business and technology models; select AMS examples are shown on our Web site.

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