

**Transceiver Strategies for 3.5G Handsets**  
Next Generation Handsets Series

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Fax: 650-858-1211  
E-mail: [inquiry@petrovgroup.com](mailto:inquiry@petrovgroup.com)  
Phone: 650-858-1311

## **Petrov Group Announces Study of Transceiver Strategies for 3G Handsets**

PALO ALTO, Calif.—(BUSINESS WIRE)—March 6, 2006—The Petrov Group today announced its in-depth study of strategies for transceiver business success in next generation handsets. The report demonstrates why RF transceiver solutions are a critical part of 3G handset systems and evaluates technology and market trends, as well as the approaches of successful vendors.

“The number of handset transceivers has already exceeded one billion per year, and cellular phones continue to be the largest segment of mobile wireless devices,” said Boris Petrov, managing partner of the Petrov Group.

“This transceiver study is part of our “Next Generation Handsets” series, in which we focus on 3.5G+ handsets with triple play features—voice, data, and video. These data-centric handsets represent the next growth opportunity and a major inflection point for handset vendors, carriers, ISVs, and semiconductor component vendors.”

The report is indispensable for understanding the dynamics of the handset business. It focuses on transceivers for 3.5G+ handsets in a unique and comprehensive way, and it includes important topics such as products and their key trends, major competitors, transceiver architectures, integration trends, examples of diversity implementation, and pricing trends.

The study analyzes in detail the signal processing value chain and critical value activities for transceiver vendors. It identifies specific requirements for a successful RF transceiver business and implications for customers and partners. The report price is \$2,250 and includes a follow-up teleconference.

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 on companies and technologies. Petrov Group’s methodology includes development of proprietary models; select examples are shown on its Web site at [www.petrovgroup.com](http://www.petrovgroup.com)

CONTACT: Boris Petrov  
650-858-1311

[inquiry@petrovgroup.com](mailto:inquiry@petrovgroup.com)