

## **Petrov Group Announces New Case Study of Mixed-Signal Semiconductors**

PALO ALTO, Calif.—(BUSINESS WIRE)—September 8, 2003—The Petrov Group today announced that it has produced the latest addition to its case studies and reports on trends and opportunities in analog and mixed-signal technologies. The new report is titled *Semiconductor Competitive Analysis—Hard Disk Drive Case Study*. “This study, based on surveys, product tear-downs, and interviews, examines the trends and patterns of use of mainstream semiconductor technologies in hard disk drive (HDD) applications. HDD applications require very challenging performance and rapid development and production ramp-up; this is a Comdex-to-Comdex business,” said Boris Petrov, managing partner of the Petrov Group. “Each generation of HDD drives uses a different technology mix and silicon integration approaches, applicable to many other market segments.”

The case study clarifies and quantifies which competing semiconductor technologies will benefit most and why. For example, in 2002 revenues for BiCMOS preamplifiers were \$311M and CMOS read channel devices \$496M. Contrary to popular expectations, SiGe technology in 2006 will represent less than 20 percent of HDD preamplifiers sold. The scope of this real-life and facts-studded study of semiconductor technologies includes:

- Preamplifier and Read Channel Mixed-Signal Opportunities
- 2002 Semiconductor HDD Revenue Composition
- Mixed-Signal HDD Component Shipments by Technology—2002 to 2006
- Functionality and Integration Trends of HDD Electronics
- High-end HDD Features and Requirements of Leading Vendors
- Benchmark Mixed-Signal Semiconductor Products, Technologies and Vendors
- IBM SiGe Technology Portfolio and Mission
- Relative Competitive Positions of Key Semiconductor Technologies
- Analog-Digital Signal Spectrum™ Model and Use in this Case Study

According to Petrov, this study offers invaluable and fact-based information for analysts and executives responsible for evaluation and decision making in the mixed-signal arena, which today includes nearly all electronic systems. To purchase or to obtain more information, including the Table of Contents and List of Figures, please e-mail [borpet@earthlink.net](mailto:borpet@earthlink.net) or fax your inquiry to 650-858-1211.

The Petrov Group, LLC, is a strategy and investment advisory firm that is focused on the high-tech industry. It is renowned for pragmatic due diligence on companies, technologies, and competitive opportunities. The Petrov Group has a proven track record of assisting clients in critical areas, always with the highest standards of independence and integrity. Boris Petrov founded the Petrov Group in 1981.

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