

## **Petrov Group Announces Melexis Automotive Semiconductor Vendor Case Study**

PALO ALTO, Calif.—(BUSINESS WIRE)—September 20, 2004—The Petrov Group today announced the latest addition to its *2004 Competitive Analysis of Mixed-Signal IC Vendors Study*. The new report is a case study of **Melexis Microelectronics Integrated Systems NV**, a company with the “Automotive Born and Bred” tag line.

“Our 2004 Mixed-Signal Market and Technology reports extend 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*. Melexis is a representative example of a pure play automotive semiconductor company and could provide valuable insights into the key success factors for participating in the automotive market sector. Melexis is also spinning off its automotive products for applications in industrial, medical, and consumer end-markets,” said Boris Petrov, managing partner of the Petrov Group.

The Melexis report price is \$2,950 for a corporate-licensed electronic copy. The report has 92 pages and 19 figures; its chapters are:

1. Melexis Business and Market Position
2. Melexis Product Line Analysis
3. Melexis Manufacturing Technologies Analysis
4. Summary of Key Findings

The Petrov Group, LLC, is a market research and strategy consulting firm formed in 1981 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. Petrov Group’s methodology includes development of business and technology models; select examples are shown on our Web site at [www.petrovgroup.com](http://www.petrovgroup.com).

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