

# Orders to Return in Q2 2009 for Power Semiconductors

By Marijana Vukicevic, Senior Analyst

## Forecast

### Frequency, Time Period

- 5-year annual
- 2-year rolling quarterly forecasts

### Measures

- Revenue
- Volume
- ASP

### Regions, Markets

- Americas
- EMEA
- Japan
- China
- India
- Korea
- Taiwan

### Markets

- Data processing
- Wired communications
- Wireless communications
- Consumer
- Automotive
- Industrial

## Applications

- AC-DC
- DC-DC isolated
- DC-DC non-isolated
- Inverters

## Products Covered

- Linear regulators
- Voltage references
- Switching regulators
- Power Management ASSPs
- Power Management interface (drivers...)
- Low, medium and high voltage MOSFETs
- IGBTs
- Power Bipolar
- Diodes

## Technologies Covered

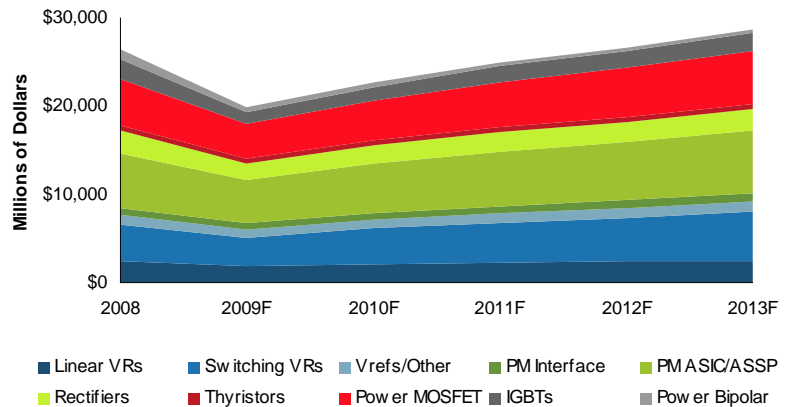
- Power management analog ICs
- Power management mixed-signal ICs
- Discrete transistors
- Discrete diodes

iSuppli has a long tradition of covering the power management market. Every year, we at iSuppli are doing more to improve our database and add color in order to provide our customers with the best available information to aid in the process of decision making.

This year's series of market trackers will provide forecasts for major power semiconductors worldwide and regionally. Apart from last year's addition of power management details across end markets, this year iSuppli has added forecasts for power management semiconductors across seven regions (the Americas, EMEA, Japan, China, India, Korea, and Taiwan), as well as four applications (AC-DC, DC-DC isolated, DC-DC non-isolate, inverter). iSuppli has also added four end-market categories—home-audio system components, set-top boxes, enterprise voice networks, and military and aerospace.

The power management trackers will continue to cover and forecast revenue, volume, and ASPs for each of the power semiconductor categories.

iSuppli Power Management Semiconductor Shipments Long-Term Forecast



## Critical Questions Answered

- What are the growing regions for power management semiconductors?
- What are the end-markets my company should invest in?
- Should my company be focusing on AC-DC or DC-DC applications?
- Is the unit number increasing or decreasing? What does that mean for my business?
- Are the prices staying flat, falling or increasing? Are the margins for my company's business going to be pushed down?
- Are there any market areas that stand out in a positive or negative way?

## Who Should Read This?

- Power Management Semiconductor Suppliers
  - Marketing
  - Business Development
  - Strategic Management
- OEMs/ODMs/EMS
  - System Developers
  - Strategic Management
  - Procurement
- Suppliers/Distributors
  - Operations
  - Marketing
  - Sales

**Lead Analyst****Marijana Vukicevic, Senior Analyst**

Marijana is responsible for leading the research, analysis, forecasting and strategic assessments in the power management sector of the semiconductor industry

Marijana brings extensive knowledge and over 10 years of experience in analog IC design and power management to iSuppli. Prior to joining iSuppli, she served as an Engineer at Microsemi and at International Rectifier.

Marijana earned a BS in Electrical Engineering from University of Belgrade, Serbia and an MS in Electrical Engineering with a major in Power Electronics from California Institute of Technology

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**Sample Database (continued)**

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- ASP Trend -- Voltage References, Other
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## Power Management Interface (drivers, etc)

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- PM Interface IC ASP Trend
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- PM ASIC/ASSP Forecast
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- ASP Trend -- Low Voltage Discrete Power MOSFETs <40V
- Forecast by End Market -- Low Voltage Discrete Power MOSFETs <40V

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- Rectifier and Power Diode Forecast by End Market

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