

## Analog and Interface

## Analog and Interface Market Tracker

By Len Jelinek, Director and Principal Analyst

**Forecast****Frequency, Time Period**

- 5-year annual forecast
- 2-year quarterly forecast

**Measures**

- Revenue
- Units
- ASP

**Regions and Markets Covered**

- Worldwide

**Detail Level**

- By application

**Applications/Products Covered**

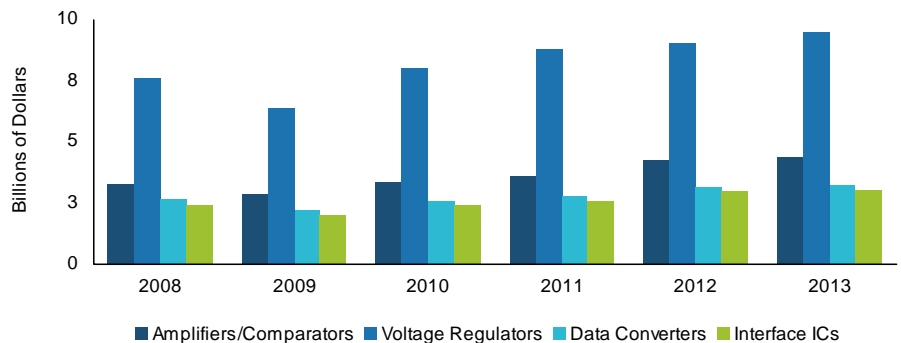
- Applications
  - Computer, Wired and Wireless Communications, Consumer, Automotive and Industrial
- Products
  - Amplifiers, voltage regulators, data converters, interface and application-specific products

**Technologies Covered**

- Application Specific Analog ICs
- General Purpose Analog ICs

As a result of the large number of market applications that incorporate analog chips, revenues did not experience the full effect of the global economic crisis until 2009. In 2008, analog IC revenues contracted 2.8% while overall semiconductor revenues saw a decrease of 5.3%. The projected drop in analog revenues is expected to be much sharper for 2009, at -18.7% for analog versus -12.4% for total semiconductor.

The analog IC service targets the broad range of analog IC devices that provide the power, signal processing and information interface to electronic products. These devices include industry-standard general purpose analog ICs such as amplifiers, voltage regulators, data converters and interface ICs, in addition to the application-specific analog ICs used for computing, wired and wireless communication, consumer, automotive and industrial markets. This iSuppli service examines the major product sectors, suppliers, technologies, and market trends that make analog ICs a major factor in the growth of all electronics.

**General-purpose Analog IC Revenue History and Forecast by Product Type****Key Issues Addressed:**

- Will the analog IC market rebound occur to the same extent as the overall semiconductor market?
- Will analog ICs remain viable in the future, or will they be displaced by digital products -- i.e. the so-called "digital creep?"
- Is the market becoming increasingly application-specific? Will multi-market devices lose their share of the market?
- Where is the best opportunity for growth in analog ICs: power, signal processing or interface?

**Applicable To:**

- Semiconductor Suppliers
  - Marketing
  - Strategic Marketing
- OEMs/ODMs/EMS
  - System Developers
  - Strategic Management
  - Procurement
- Suppliers/Distributors
  - Operations
  - Marketing
  - Sales
- Financial Community

### Lead Analyst

#### Len Jelinek, Director and Principal Analyst

Since joining iSuppli, Len has focused his research on capacity management and technology transitions within the semiconductor industry. Len works with clients to access individual corporate strategies that may be impacted by additional wafer manufacturing capacity in China as well as other global locations.

Len has developed an extensive database of wafer manufacturing suppliers both leading IDM's and pure play foundries service providers. This database can be used by clients to define corporate manufacturing strategies such as expand internal capacity versus transitioning to an outsourcing model.

Len came to iSuppli after 28 years of experience in semiconductor manufacturing and business management in the semiconductor industry. He has gained invaluable experience with specific emphasis on program management, financial analysis, and manufacturing during his employ with ON Semiconductor and Motorola.

Len holds a BS in Chemistry from Arizona State University and an MBA from the University of Phoenix.

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